

LIFE



THE JAPANESE TREATY
BY FIVE LIFE PHOTOGRAPHERS

CHORUS GIRLS
IN YOUR
LIVING ROOM

20 CENTS

SEPTEMBER 17, 1951

CIRCULATION OVER
5,200,000



She is a pleasure to paint - Your Cannon Go-Girl. Those Cannon Nylons do, indeed, do something for a girl's legs. I've noticed the smart new shades and pencil-fine profile they give.
V. A. D. Y.

Go-Radiant—beige, with a dash of sunshine.

**"Cannon Nylons
do something for my legs!"**

says the Cannon Go-Girl

A second look? You rate it, every time, in your eye-catching Cannon Nylons.

For Cannon colors sing in soft autumn tones, keyed to fashion's newest spectrum.

And Cannon's *high-twist* thread sleeks your ankle, cleaves tight to your heel in a full-fashioned sheath.

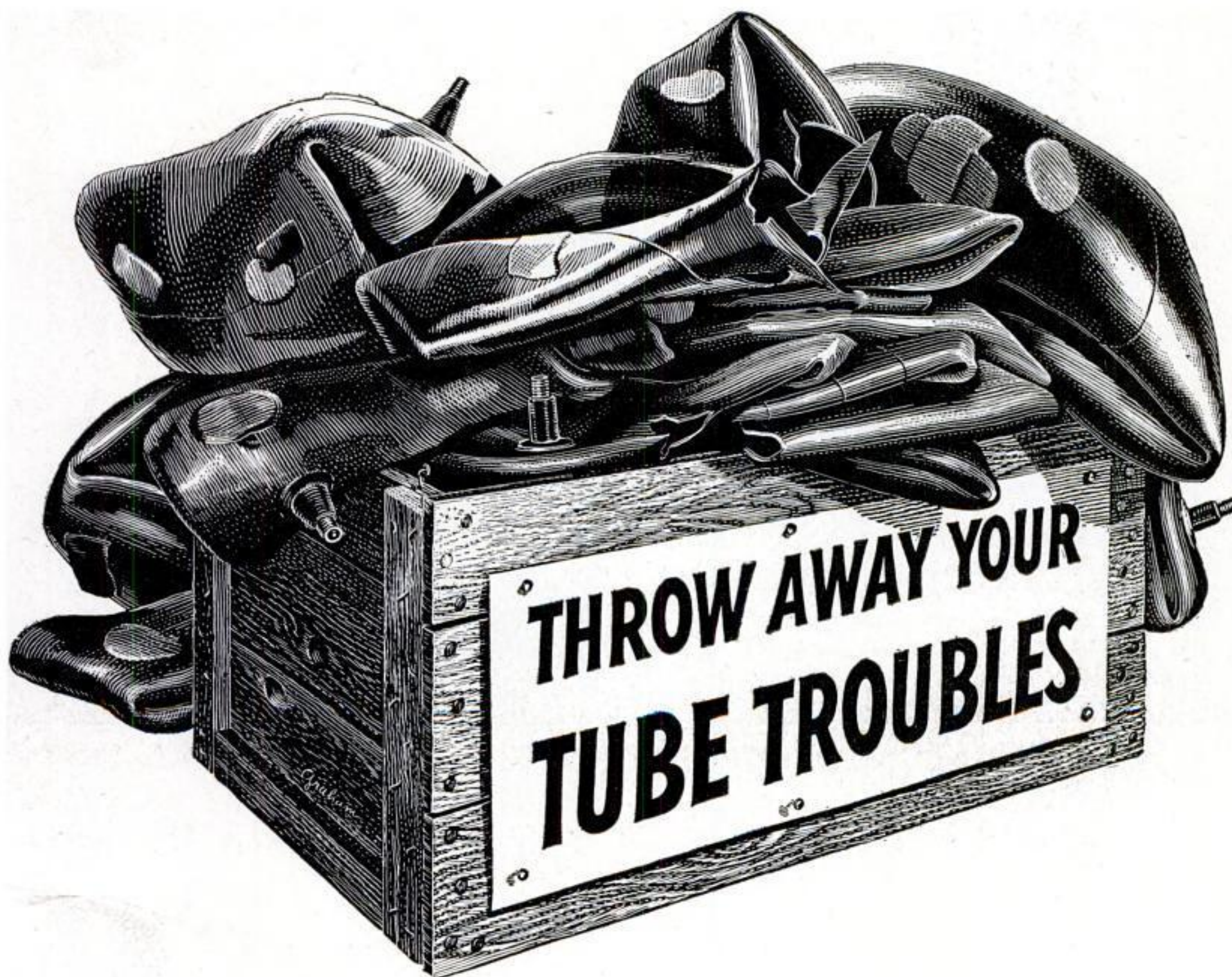
Cannon Nylons wear well, too! No wispy one-day wonders, these.

Gals out in the whirl, out in the world, insist on Cannon Nylons.

Ask for them at your favorite neighborhood shop.

"On the legs that are on the go"

B.F. Goodrich Tubeless Tire



The picture tells the story

EACH hole, each patch in those inner tubes tells a story—of trouble!

Of some harried driver struggling to change a flat tire. Or a woman stranded on a lonely road. Or a hurrying business man late for a vital conference.

As long as there are inner tubes on your car you must expect the troubles that go with them—a puncture, or even a blowout.

That's why thousands of car owners are discarding their inner tubes for B. F. Goodrich Tubeless Tires.

Most blowouts start like this: You bang into a curb or chuckhole and inside your tire cords are bruised. As the tire flexes, the weak spot grows until a break occurs inside the tire; and the tube is forced into the gap. Pinched by the tire's flexing, it finally blows out through the tire.

SAFE "SLOWOUT" INSTEAD OF A BLOWOUT! Instead of an inner tube, the BFG Tubeless Tire has an air-retaining lining that's part of the tire itself. If the tire should be damaged, the gradual breaking of

the cords merely causes pin-hole leaks in this lining.

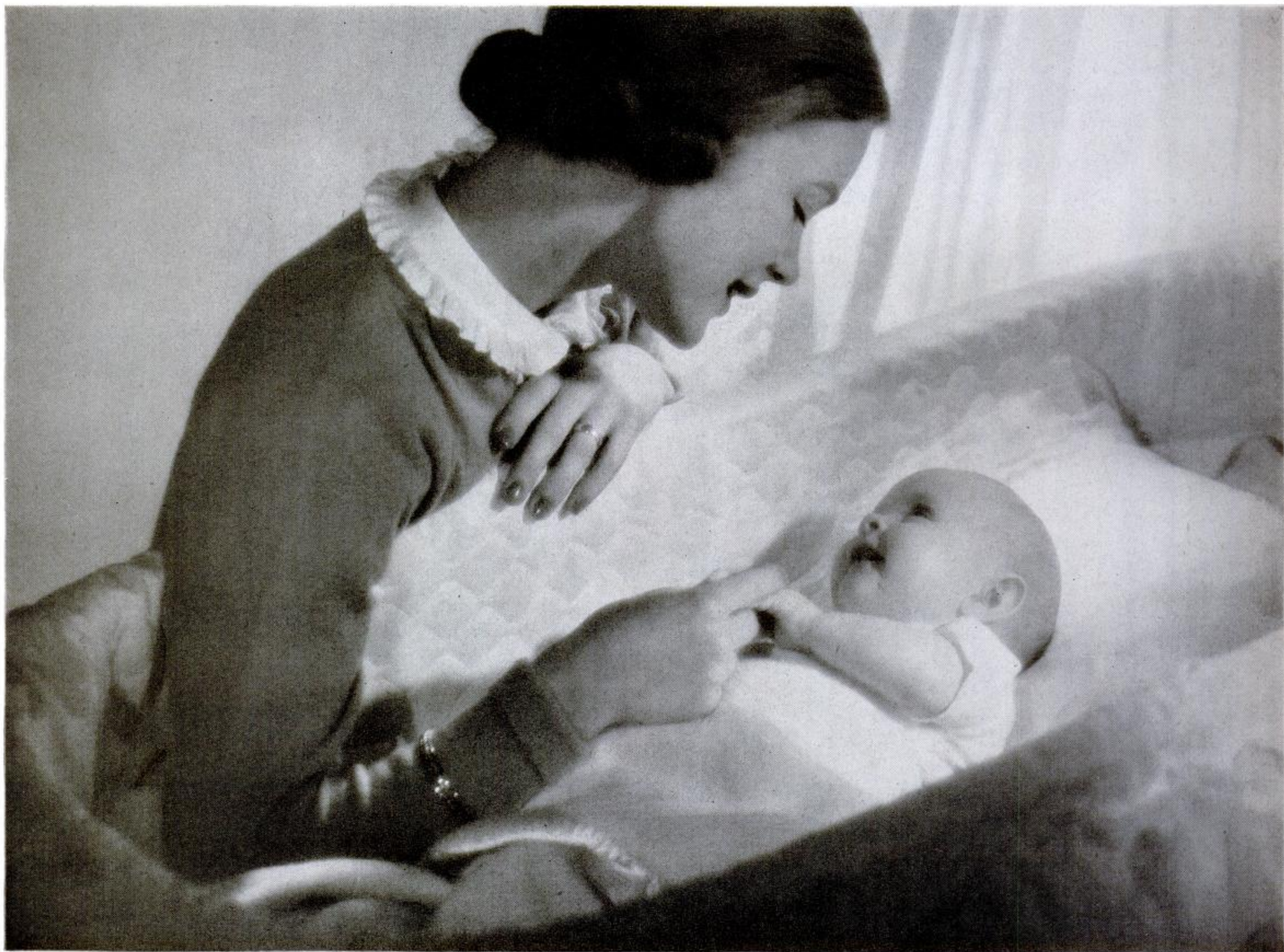
Instead of a dangerous blowout, all you get is a safe, slow leak. A "slowout" instead of a blowout.

In tests by the American Automobile Association, BFG Tubeless Tires that had been deliberately weakened by knife cuts to force sudden failure allowed up to 8 miles in which to come to a safe stop after air started to escape.

SEALS PUNCTURES TOO! Puncture sealing tests by AAA showed no air loss after the BFG Tubeless Tire was pierced by spikes. A layer of sealant rubber under the tread grips puncturing objects, preventing leaks. Hole is sealed as object is removed.

In the 6.70-15 size, the BFG Tubeless Tire costs at least \$7.06 less than the same size regular tire and blowout-protecting tube. Fits your present rims. Can be repaired or retreaded. See it at your BFG retailer's. Convenient terms. Look for him in the yellow pages of the phone book. The B. F. Goodrich Company, Akron, Ohio.





There's so much goodness within his grasp!

HEART-TO-HEART, you and Baby talk without words—and you feel a very special peace of mind.

With his radiant health and happy smile, Baby tells you how wisely you have chosen his first solid food. Like millions of mothers, your confident choice is Pablum®, prescribed by doctors for almost 20 years.

But see how much more goodness is in his grasp today—now that there are *four* Pablum cereals! What wonderful taste variety—along with all the nutritional advantages of the original Pablum, world's first precooked vitamin-and-mineral-enriched baby cereal.

There's the *original* Pablum, now called

PABLUM MIXED CEREAL; PABLUM OATMEAL, formerly Pabena®; and brand new PABLUM BARLEY and PABLUM RICE CEREALS.



Cereals have never been so fresh and flavorful—or so convenient. For new Pablum boxes have the exclusive “Handy-Pour” spout. A flick of the finger—it opens! How easy to pour! Another flick—it's closed tight, keeping the cereal fresh and clean.

More than ever, Mother, your baby deserves vitamin-and-mineral-enriched Pablum... prescribed for so many millions of babies by so many thousands of doctors for so many years.

A WORD OF COUNSEL

Take your baby *regularly* to the doctor. Let him add his skill and knowledge to your own loving care.

MEAD JOHNSON & CO.
EVANSVILLE 21, IND., U. S. A.



For the most precious person in your life



Mixed Cereal • Oatmeal • Barley Cereal • Rice Cereal

Something the Reds haven't got...



IT SPEEDS PRODUCTION...it directs civilian defense...it guides the Armed Forces. It's the biggest and most dependable telephone network on earth. It's America's.

Valuable always, the telephone is a priceless asset now in getting things done fast. As the manufacturing unit of the Bell System, Western Electric makes the telephones, switchboards, cables and other things that are carrying 149 million calls a day.

In addition, our specialized Bell telephone experience is constantly being applied to making military communications and electronic equipment needed by the Armed Forces.

Western Electric



A UNIT OF THE BELL SYSTEM SINCE 1882

This One



XFJ5-102-QD1P



...of course,
it's electric!

America's Favorite Twins

Westinghouse

LAUNDROMAT® AND CLOTHES DRYER

AUTOMATIC WASHER

First for quality . . . first for savings . . . yes, and first in the hearts of women! From one end of the country to the other, happy, satisfied owners write glowing letters of praise about their Westinghouse Laundry Twins. And small wonder!

Actually, no other washer made . . . automatic or conventional . . . has the universally thorough washing action of the Laundromat. Thanks to its exclusive WASHAWAY—RINSEAWAY washing action, your clothes are lifted up and out of the water . . . turned over . . . washed inside and out, again and again and again. Then triple-rinsed in fresh clean water . . . equal to 1,500 hand rinses. Every speck of soil and soap is flushed out . . . and *stays* out. Dirty wash and rinse waters are drained away from your clothes . . . never through them. That's the secret of why the Laundromat gets white clothes whiter and colored

clothes brighter. And it's all so easy—the whole job is *completely automatic*.

The Laundromat saves work, saves time and, with the exclusive WEIGH-TO-SAVE Door, saves precious hot water and soap, too.

As for drying your clothes . . . just turn the dial and that's all. The new Westinghouse Clothes Dryer dries clothes exactly as you want them—damp-dry for ironing or bone-dry for storage. Regardless of the weather, your clothes come out soft, fluffy, sweet-smelling as a summer breeze.

HAVE A LOAD OF YOUR CLOTHES WASHED AND DRIED FREE

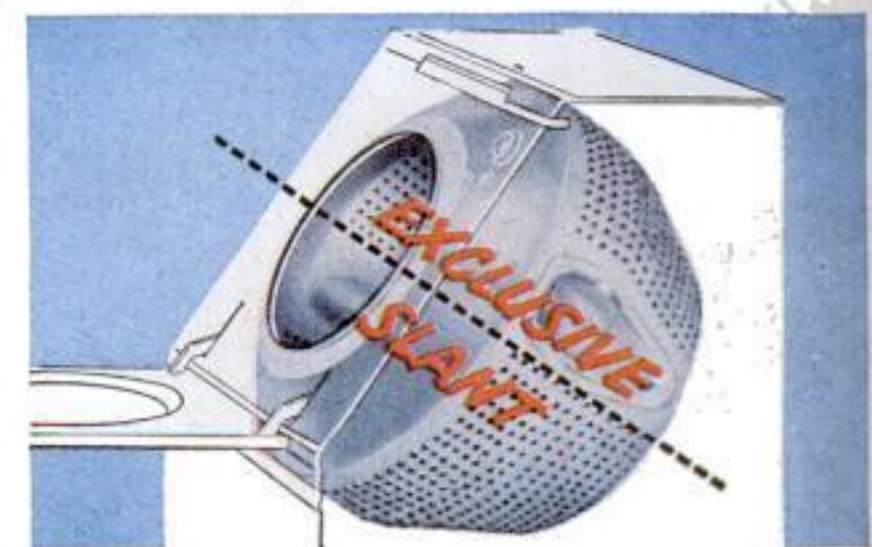
Phone your Westinghouse retailer. Arrange to watch a load of your clothes washed the easy, Laundromat way. Dried in the Clothes Dryer, too. It's free. Westinghouse Electric Corporation, Mansfield, Ohio.

LOOK TO WESTINGHOUSE FOR TV'S TOP ENTERTAINMENT . . . Exclusive Telecasts of Outstanding COLLEGE FOOTBALL GAMES . . . plus WESTINGHOUSE "STUDIO ONE" every week

YOU CAN BE SURE...IF IT'S **Westinghouse**



WEIGHS YOUR CLOTHES TO SAVE YOUR MONEY
The exclusive WEIGH-TO-SAVE Door assures soap and water savings. (1) Just weigh clothes on door. (2) Then read load size on scale. (3) Set Water Saver for size of load shown on scale.



WASHAWAY—RINSEAWAY ACTION . . . gets dirt out, keeps dirt out. Only the Laundromat has it.



AUTOMATIC-DRY DIAL on Clothes Dryer, dries clothes bone-dry or damp-dry, *exactly* as wanted.



Guarantee

Playtex Guarantees no diaper rash when Playtex Baby Oil, Powder, Cream are used exclusively and consistently, or your money back.

Ne
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Po
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Guard your Baby's Health and Happiness

Only **Playtex**® Baby Oil, Powder, Cream
give you this Guarantee:

NO DIAPER RASH OR YOUR MONEY BACK

Diaper rash simply doesn't occur when *guaranteed* Playtex Baby Oil, Powder, Cream are used exclusively and consistently. A new miracle antiseptic safely destroys diaper rash bacteria.

Tests in over 100 hospitals, and the experience of mothers all over America, have proved this again and again.

There are no finer baby preparations—at *any* price. Playtex Baby Oil contains 6 times more soothing lanolin than any other sold. Playtex Baby Powder is superfine, safely deodorant; won't cake or clog. Playtex Baby Cream is lanolin-rich with balm-oil base for all-night protection; wonderful for mother's hands, too.

Start using *guaranteed* Playtex Baby Oil, Powder, Cream now—to guard *your* baby from diaper rash. At department stores and wherever baby needs are sold.



Playtex Baby Oil 49¢
Playtex Baby Powder 29¢
Playtex Baby Cream 49¢

Also large economy sizes
Federal tax extra

INTERNATIONAL LATEX CORPORATION, Playtex Park, Dover Del. • Playtex Ltd., Montreal, Canada

© 1951 • TRADE MARK

*For
Pleasure's
Sake*

**Purepac OFFERS YOU
THE EXPENSE-FREE VACATION
OF A LIFETIME!**

**You'll stay at
THE GLAMOROUS El Panama HOTEL**

in exotic Panama City... the newest and most distinctive hotel in the Americas... for seven full days. You will enjoy a commodious studio-styled room with private terrace, 15 acres of beautiful tropic gardens, private 80-foot swimming pool and dancing on the Bella Vista Roof. You'll choose three delicious meals a day—Continental and Spanish cuisines. El Panama... the ultimate in every facility for comfort and supreme enjoyment.

**You'll fly via
BRANIFF INTERNATIONAL AIRWAYS**

A luxurious four-motored DC-6 "EL CONQUISTADOR" will whisk you to Havana, then across the placid Gulf of Mexico to faraway Panama—crossroads of the world. You'll enjoy the "sky-seeing" tour over the romantic Spanish Main. Tasteful complete meals will be served en route as part of the luxury service that has made Braniff internationally preferred by travelers to Latin America.

**WIN One Of 10 Vacations For 2
in Purepac's new nation-wide
"HEALTH AID" SLOGAN CONTEST**

Here's all you need do to win!

Nothing to buy to enter this contest. All you need do is ask your local druggist for an official Purepac entry blank or write Purepac "Health Aid" Slogan Contest, P.O. Box 387, Radio City Station, New York 19, N. Y. Then simply write an appropriate slogan of no more than ten words to describe Purepac's complete line of health aids. Sample: "Your family's health deserves Purepac!" Entries will be judged for originality, aptness and appeal. This contest starts September 15th, ends December 15th, 1951...so get busy at once!

*For
Health's Sake*

Purepac HEALTH AIDS

Ask your druggist for

Purepac HEALTH AIDS

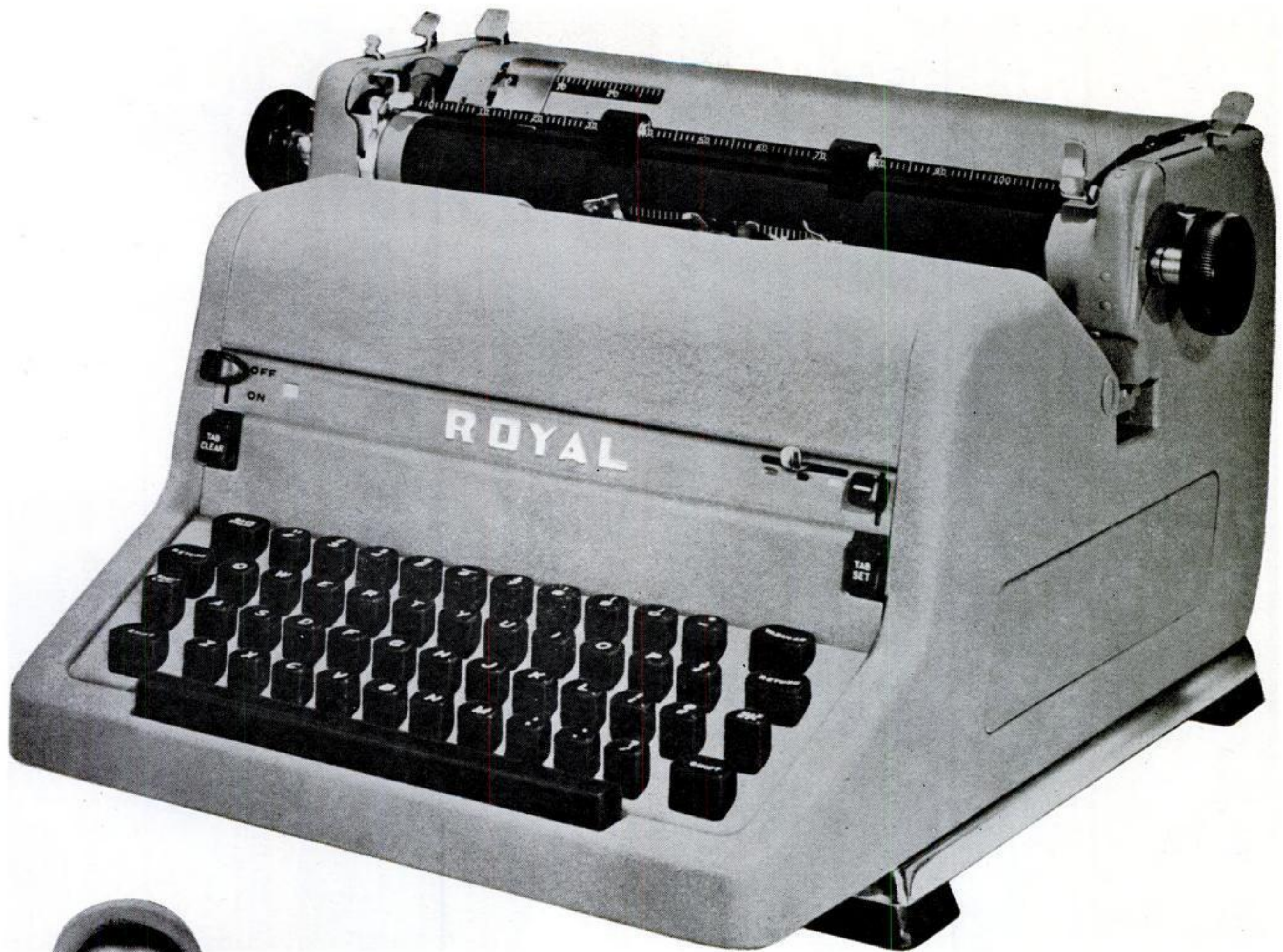
Your health's your future... it's worth preserving. Treat it as you'd have it treat you. When a health aid is called for, call for Purepac! Alcorub, Lubinol, Milk of Magnesia, Aspirin... and each of the more than 300 Purepac health aids must pass our rigid "purity control" test... your assurance of quality, purity, perfection.

So, remember...when your health needs a helping hand, ask for Purepac by name at your favorite drug store...where you can always be sure of better care, better quality, better values.

Purepac

NEW YORK • CHICAGO • LOS ANGELES





Certainly, you choose the finest...

BECAUSE you want to look your best, you choose clothes that *do something* for you . . . clothes that help you keep your best foot forward all day long!

Why not follow the same rule when selecting your office typewriter?

Choose the new Royal Electric . . . the electric typewriter that does things for you because it was tailored with *you* in mind!

The Royal Electric is your favorite Royal Standard Typewriter with *power added*. Electricity does the work for you! Tension and fatigue are well-nigh banished . . . so you *feel* better and *look* better come 5 o'clock!

And what a joy to operate! All controls are in the same positions as on the Royal Standard

Typewriter, so there's little or no time-consuming "change-over" problem. You're on familiar ground at once!

And how the work pours out! You get as many as 20 carbon copies. Your letters sparkle with a crisp clarity that does you credit. Heavy-duty work is delivered with remarkable speed and efficiency.

Exclusive "Touch Control" allows you to adjust the touch to give you the "feel" you prefer. Exclusive "Magic" Margin permits instant, automatic margin setting.

These and many other Royal features make the new Royal Electric *the* typewriter for *you*! Why? Because, of course, you always *choose the finest*!

ROYAL

Electric Typewriter

Made by the world's largest
manufacturer of typewriters

ELECTRIC • PORTABLE • STANDARD



Royal Typewriter Co., Inc., Dept. S-13
2 Park Ave., New York 16, N. Y.

I would like a free copy of the brochure, "Picture of Progress," describing the Royal Electric.

NAME _____

COMPANY _____

STREET _____

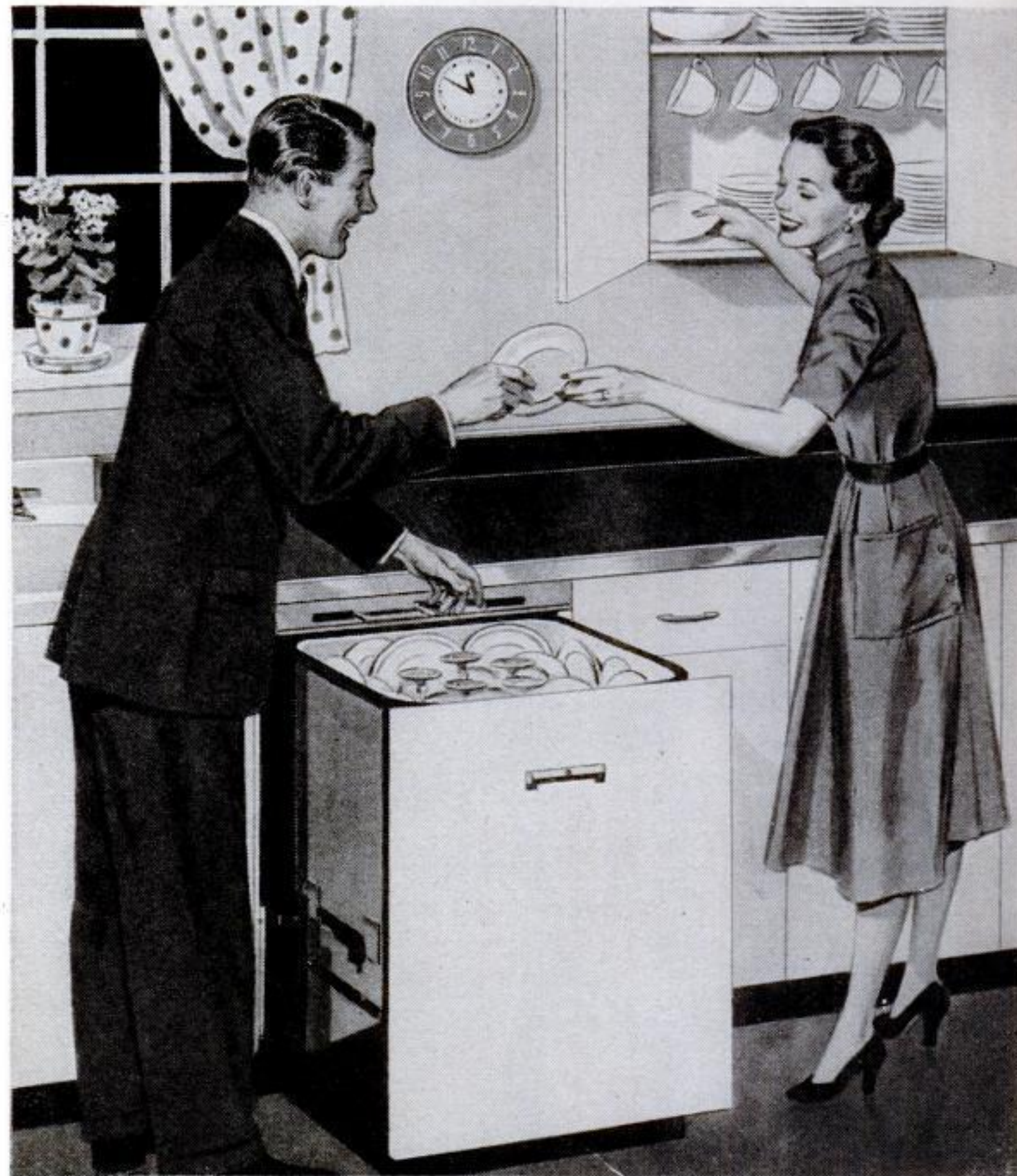
CITY _____ STATE _____

2 WAYS OF BEING ALL WASHED UP AFTER A PARTY!



YOUR GUESTS have gone. You're both about all in. What comes next? The haven of bed... in just a few minutes? Or more than an hour's back-breaking, messy work while you tackle those piles of dirty dishes and rows of glasses—one by one?

How will you sum up the party? "We should really do this more



often!"... or... "I guess it's just too much work"?

There's only one answer—a General Electric Dishwasher in your kitchen—ready and waiting to take this whole hateful business of dishwashing off your hands—and to save them 200 hours of rough-and-reddening dishpan-soaking every year!

Here's how the new G-E Automatic Dishwasher goes to work for you!

One Simple Control. With a G-E Dishwasher, all you have to do is put in the dirty dishes, and turn the handle. Then this wonder-worker goes right to it!

Automatic Action. It double-washes, double-rinses and dries dishes, silver, glasses and pans—*automatically*. And turns itself off when the job is done. So if it's already bedtime, you leave the clean dishes and put them away next morning.

Extra Advantages. You'll find this new G-E model has all sorts of *extra* advantages that make it the clear favorite in its field. Gliding all the way out—at a touch—from its under-counter position, it offers easy

access and convenient top-loading—*plus* additional counter space. Only G.E. offers you a choice of two model types—a dishwasher to fit *your* kitchen needs.

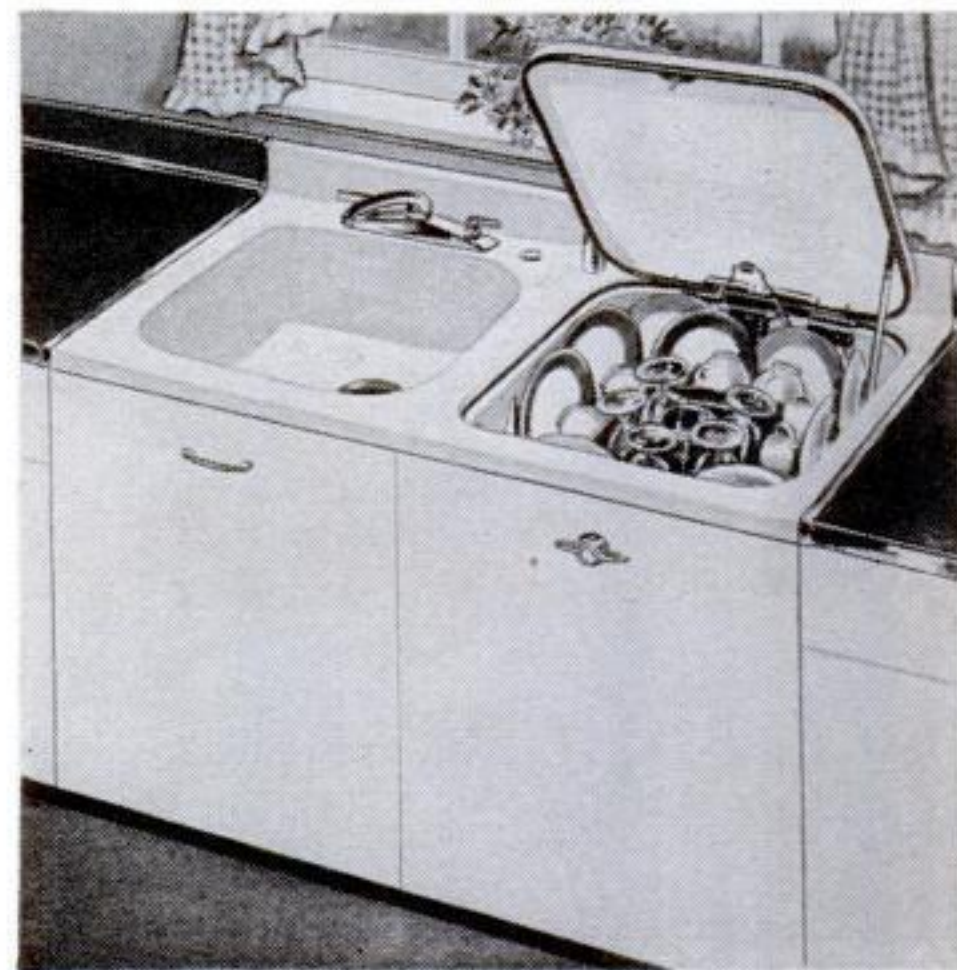
No Loss of Heat. The G-E Calrod® heating unit keeps the hot water *hot*, helps insure hygienic cleanliness. And the dishes—a complete family service for 8 people, if you like—dry to a sparkling glitter in electrically heated air.

Over-all Economy. Your original outlay? Amazingly little when measured against the outlay of time and energy you save. And operating costs are only a few cents daily.

So give yourselves a break... after every meal from now on! Drop in today at your G-E dealer's and ask for a free demonstration! General Electric Co., Bridgeport 2, Conn.

You can put your confidence in—

GENERAL  ELECTRIC



How the new G-E Dishwasher can be installed in your kitchen—1. As part of the complete G-E Sink (small illustration). 2. As a separate unit that fits under your present work counter (main illustration). 3. As a separate unit that stands alone.

Trim and specifications subject to change without notice.

Streamline Your Thigh-line

with the new, improved



SIL-O-ETTE[®]

SPORT-TIGHTS and DRESS-TIGHTS

more wonderful than ever in new,
L-O-N-G S-T-R-E-T-C-H
L e n - O - L a s t i c

DRESS-TIGHTS

\$5⁵⁰

SPORT-TIGHTS

\$4⁵⁰

Your best bet for a smooth thigh-line . . . Sil-O-Ette long leg panty girdles . . . in the fabric you've been wishing for . . . long-stretch Len-O-Lastic!

- A new elastic fabric made of natural rubber covered with rayon and cotton and woven with nylon.
- Longer Wear — because this long-stretch elastic never stretches out to its maximum.
- More comfort — because this new fabric is more absorbent, more pliable, molds and moves with the figure.
- More control — because this new fabric has more pressure, more firmness.

Try the new, improved Sil-O-Ettes and learn what real panty girdle comfort means!



... and don't forget these famous Sil-O-Ette features!

- Famous Contour Crotch eliminates all strain . . . front, back and between legs.
- Crotch made of heavy rayon tricot . . . more absorbent, prevents chafing.
- Longer leg for smooth, efficient thigh control.
- Exclusive patented design.
- DRESS-TIGHTS adds a rayon satin elastic panel for extra tummy control.
- Slips on and off in a jiffy. No bones . . . no zippers . . . no hooks.
- Detachable hose supporters.
- Fagoted seams front and back.

SIZED BY HIP MEASURE (WIDEST PART OF BODY) TO ASSURE PERFECT FIT.
HIP SIZES 34-36-38-40-42

At Leading Department and Specialty Stores (in Knit Underwear or Corset Departments)

Order by mail if you can't find Sport-Tights or Dress-Tights nearby.

SIL-O-ETTE UNDERWEAR CO. JAMAICA 2, NEW YORK	
My Waist Measure Hip Measure Widest Part	
<input type="checkbox"/> SPORT TIGHTS 4.50	<input type="checkbox"/> DRESS TIGHTS 5.50
<input type="checkbox"/> TEAROSE <input type="checkbox"/> WHITE	<input type="checkbox"/> TEAROSE <input type="checkbox"/> WHITE
Enclosed is \$ to cover order	
Add Sales Tax, if any, in your city or state.	

You're only as old as you sleep...

*WAKE UP looking younger,
feeling younger, acting younger!*

*Enjoy the luxury of the NEW SLEEP on an Englander
Mattress of Goodyear's AIRFOAM* and
Englander's Special RED-LINE* Foundation*



These pictures tell you for the first time what really to look for in a mattress

Englander alone offers this new approach to more comfort with proper support. The spine tells the story. Ask your doctor.

For the first time in the history of X-ray science, we bring you a life size, one-shot X-ray of a living person on a mattress and foundation.

This was made under the supervision of leading orthopedic authorities and roentgenologists working with an Airfoam Mattress and Red-Line Foundation to show how together they provide the comfort and healthful support we have been telling you about. The pictures at the right tell the story.

TWO CHAPTERS OF "THE NEW SLEEP"

Englander Mattress of Goodyear's *Airfoam* \$79⁷⁵

Englander *Red-Line* Foundation \$69⁷⁵

(Prices subject to change without notice)

Guaranteed, in writing, for 20 years when used together.

Only Englander makes a mattress of *Airfoam*

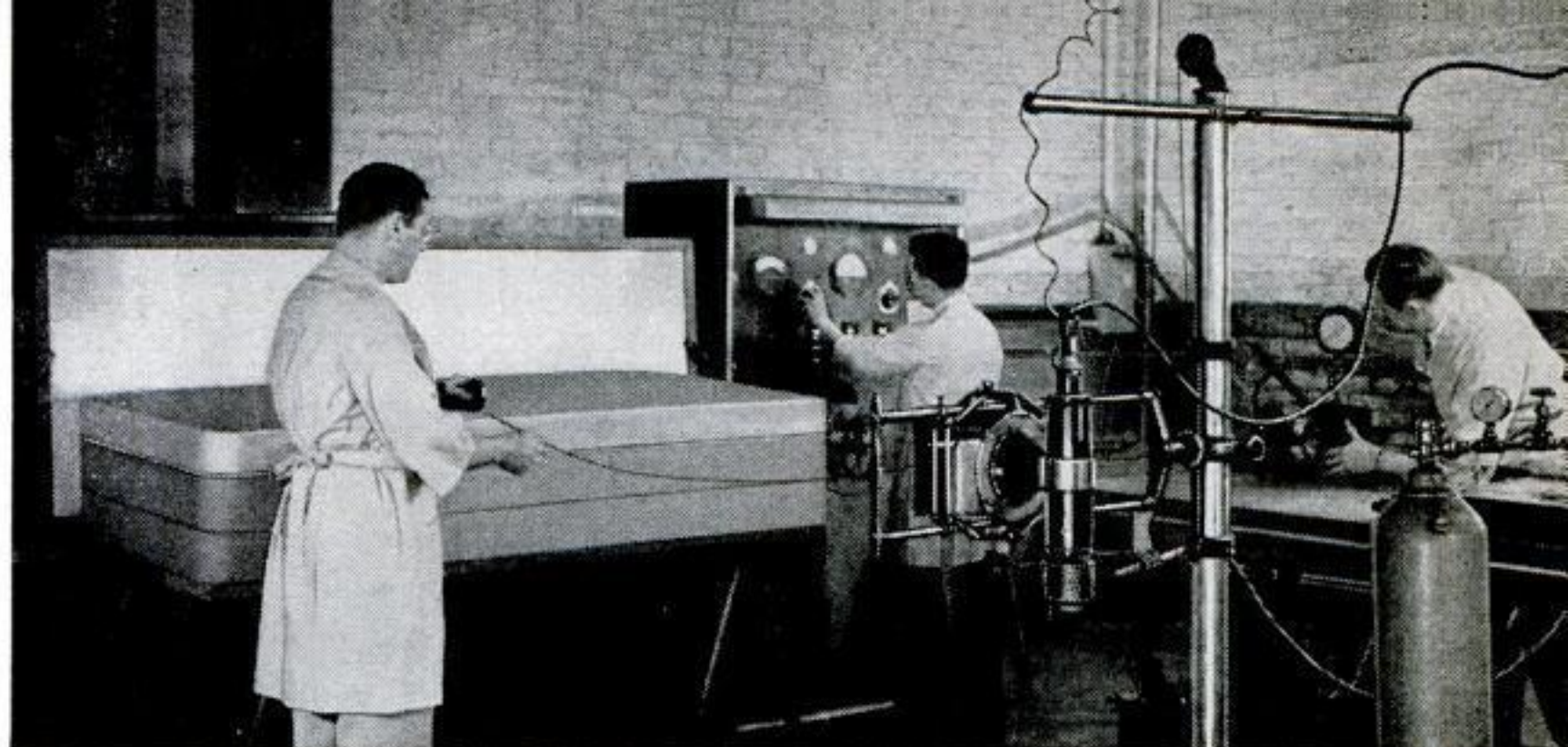
★ TM The Englander Company, Inc. * TM The Goodyear Tire & Rubber Company
© 1951 The Englander Company, Inc., Chicago, Illinois

Englander

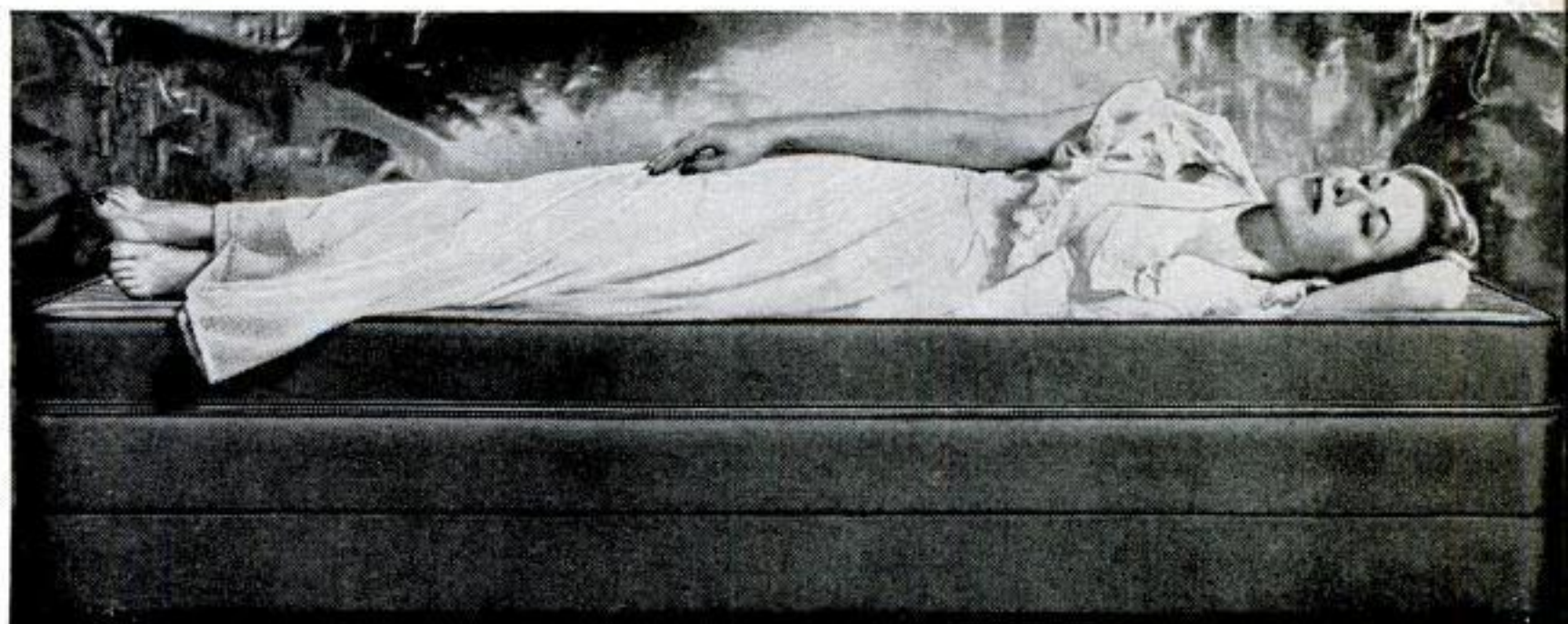
AMERICA'S MOST LUXURIOUS MATTRESS

GOOD YEAR

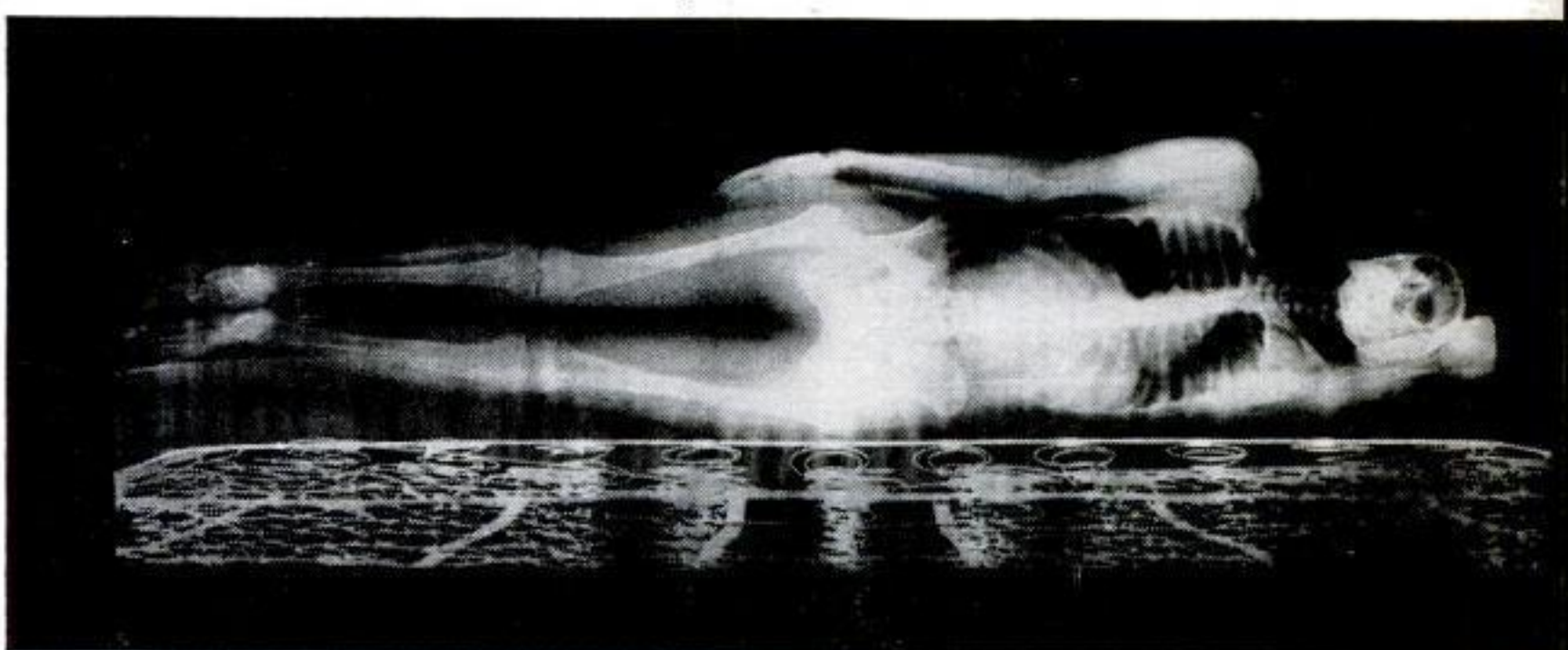
THE GREATEST NAME IN RUBBER



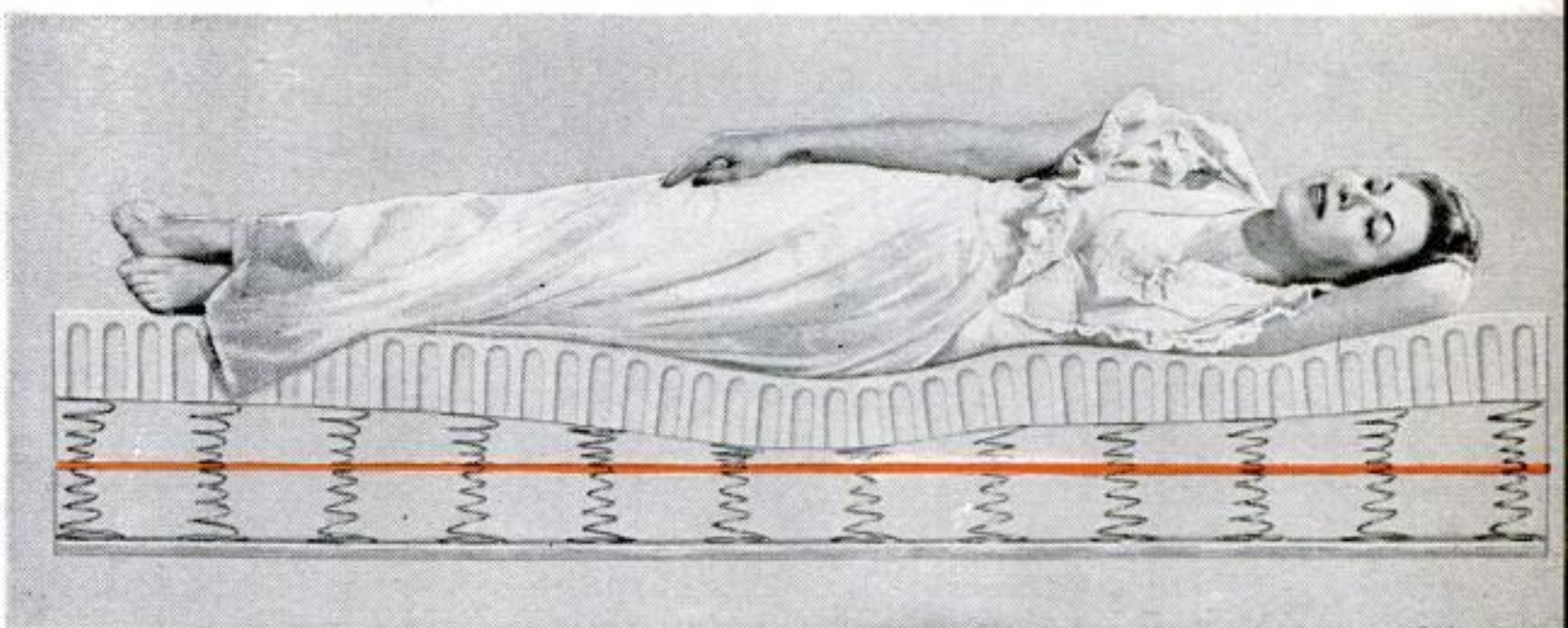
The first X-ray machine of its kind. After months of building, testing, and refining we are now ready to take our X-ray picture. This may look pretty confusing to you just as it did to us who are more at home building Englander sleep equipment. Nevertheless, it is an X-ray machine, built entirely for this project.



Ready for the rays. The model is now being X-rayed on an Airfoam Mattress and Red-Line Foundation. The oblong frame behind her holds a seven-foot long X-ray film. The picture we got was the largest one-shot X-ray picture ever taken of any living person on a mattress and foundation. The model lies completely relaxed, just as you would lie on your own bed.



The spine tells the story. In examining this X-ray, a leading orthopedic surgeon said, "A study of this X-ray film proves that with this combination of mattress and springs, a person can lie comfortably, without distortion of the head and neck, shoulders, torso, pelvis and extremities and completely supported at every point. It proves that he can be comfortable without tension or distortion."



Only the Airfoam Mattress and Red-Line Foundation give this combination of luxurious comfort and healthful support as evidenced by the cross-section diagram above. The Airfoam Mattress, a billowy puff of millions of tiny air cells, shapes itself to every part of your body—responds with a buoyant "uplift" that means luxurious comfort all over.

Englander's Red-Line Foundation, made for the Airfoam Mattress, gives the kind of support doctors say you should have, as shown in the X-ray picture. The springs are joined together only in the middle by a flexible steel band. The upper half conforms to the contours of your body. The lower half gives you firm support. Together the Airfoam Mattress and Red-Line Foundation mean the luxurious comfort and healthful support found in no other bedding at any price.

"The Front of my Tray Tells the Story —"



In FATIMA the Difference is Quality

FATIMA CIGARETTES

FINEST
TURKISH AND
DOMESTIC TOBACCOS

Extra-Mild

FATIMA

"More and more of
my customers are
smoking king-size
FATIMAS. They're
elegant, distinctive,
and really Extra-Mild"

Louise Scanlan

LOVELY STORK CLUB
CIGARETTE GIRL

**BEST OF ALL LONG
CIGARETTES**

LETTERS TO THE EDITORS

STEINBERG AND STERNE

Sirs:

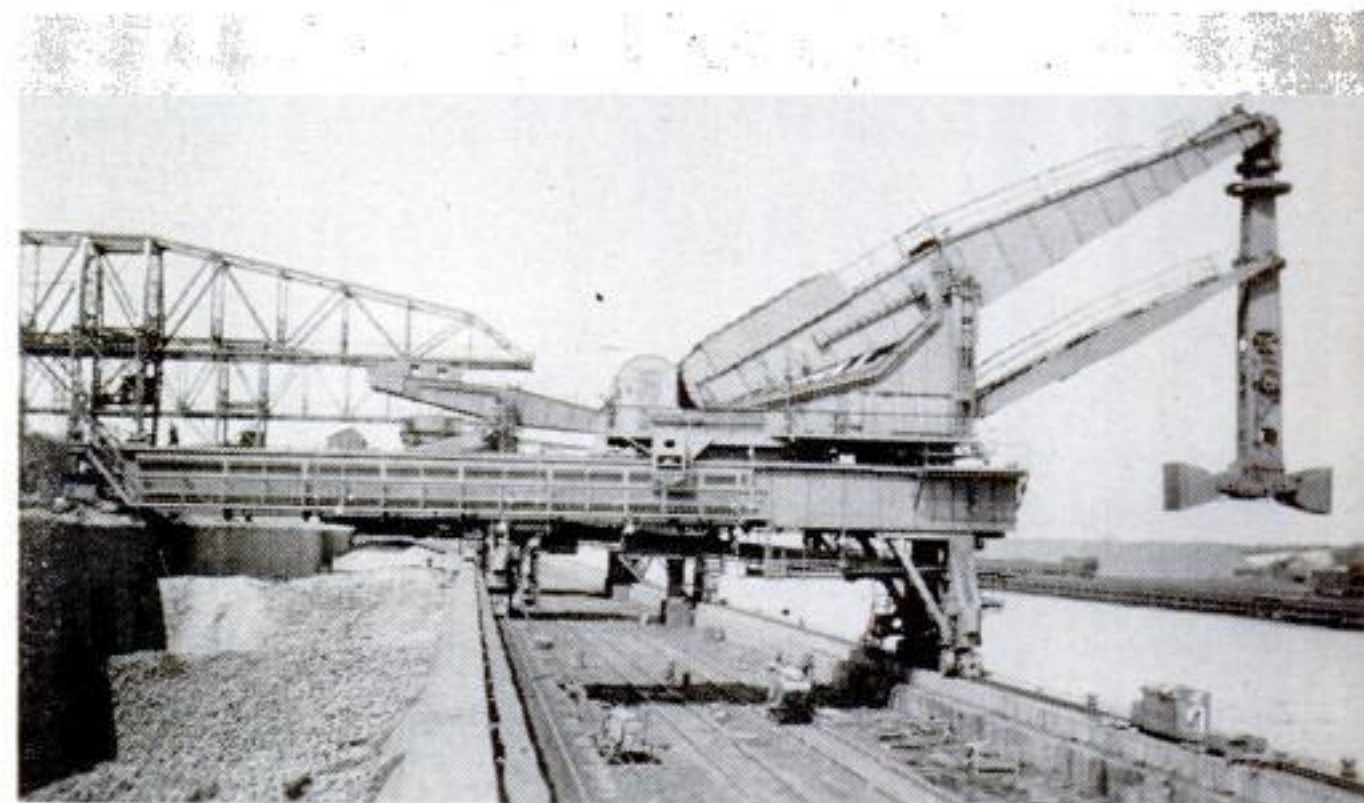
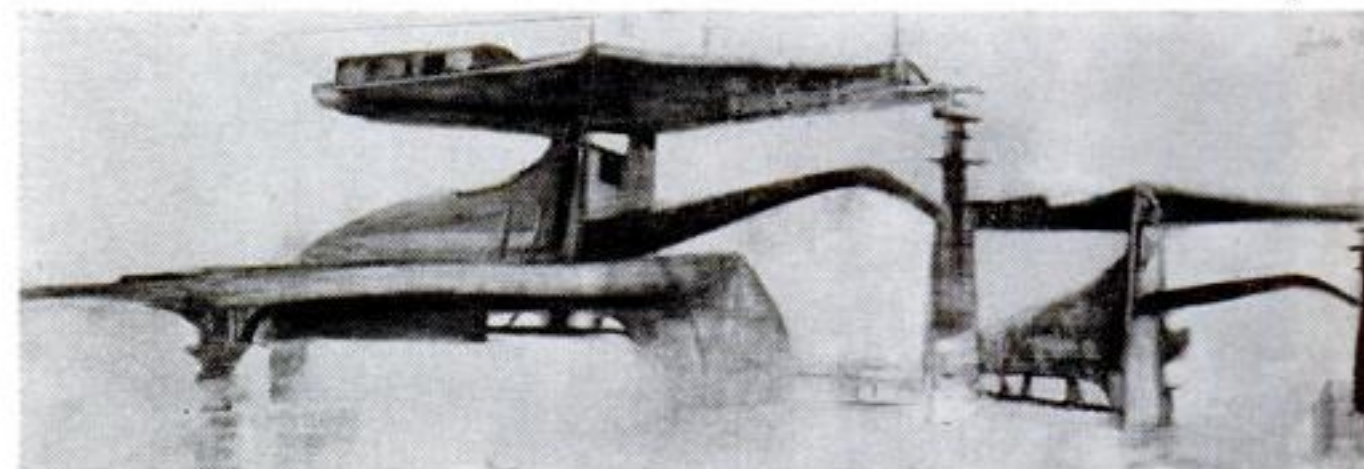
Hedda Sterne's picture ("Steinberg and Sterne," LIFE, Aug. 27) carrying the caption "Construction which has no real-life counterpart" is actually a common sight on the lower Great Lakes ore docks, where they are used to unload ore boats at the rate of more than 1,000 tons per hour. The

enclosed picture of a Hulett Ore Unloader is not the invention of Hedda Sterne. The Wellman Engineering Company has been building them for over 50 years.

A. E. GIBSON

Cleveland, Ohio

● Miss Sterne still says she has never seen a machine like this anywhere.—ED.



TOP: STERNE MACHINE. BOTTOM: HULETT MACHINE

BIBLICAL BATH

Sirs:

Re your story on King David ("Biblical Bath," LIFE, Aug. 27), I have not exhausted all possible sources, and will stand by the word of the Holy Bible (I Samuel 17:49), but in Gladys Schmitt's 1946 bestseller, *David the King*, it is stated that it was not David who slew the Philistine giant Goliath, but rather Elhanan, a soldier in the host of King Saul. Can you enlighten me as to either the answer to this question, or Miss Schmitt's source of information?

JUDITH MOELLER

Des Moines, Iowa

● Because of conflicting Old Testament references to both David and Elhanan as slayers of Goliath three theories have evolved. One: Elhanan did it but David got the credit because he was king. Two: David and Elhanan are the same person, David having changed his name when he became king. Three: Elhanan slew another Philistine giant, one of Goliath's brothers. Scholars think second theory is most accurate.—ED.

W. R. HEARST, 1863-1951

Sirs:

Congratulations for an honest appraisal of Hearst. While it is difficult not to admire anyone who can build an empire (even with a \$30 million start), it is not necessary to condone his journalistic practices. . . .

DR. PORT LEATHERBURY

Solana Beach, Calif.

Sirs:

Your so-called editorial, "Hearst Journalism," is one of the most despi-

cable, vicious and unwarranted attacks on a great American and his works that I have ever been silly enough to read. . . .

I am proud to have been an employee of the Hearst newspapers for more than 25 years.

HAROLD H. SWEETSER

San Francisco, Calif.

Sirs:

LIFE is to be highly commended for having the courage to give the true picture of William Randolph Hearst. Not one California newspaper dared print the facts about the life of this dangerous and egotistical man.

HOWARD A. GREEN

San Carlos, Calif.

Sirs:

Your Hearst coverage is magnificent.

FRANK H. FAYANT

Fort Plain, N.Y.

Sirs:

Perhaps the final irony in your W. R. Hearst feature is your unacknowledged journalistic debt to Hearstian journalism in general. . . . What more Hearstian than the full-page picture of the "lonely dachshund Helena"? . . . Just an acknowledgment, that's all, for no legitimate creature ever ought to deny its own true nature, and no strong one ever finds it necessary.

THOMAS C. F. LOWRY

Chicago, Ill.

Sirs:

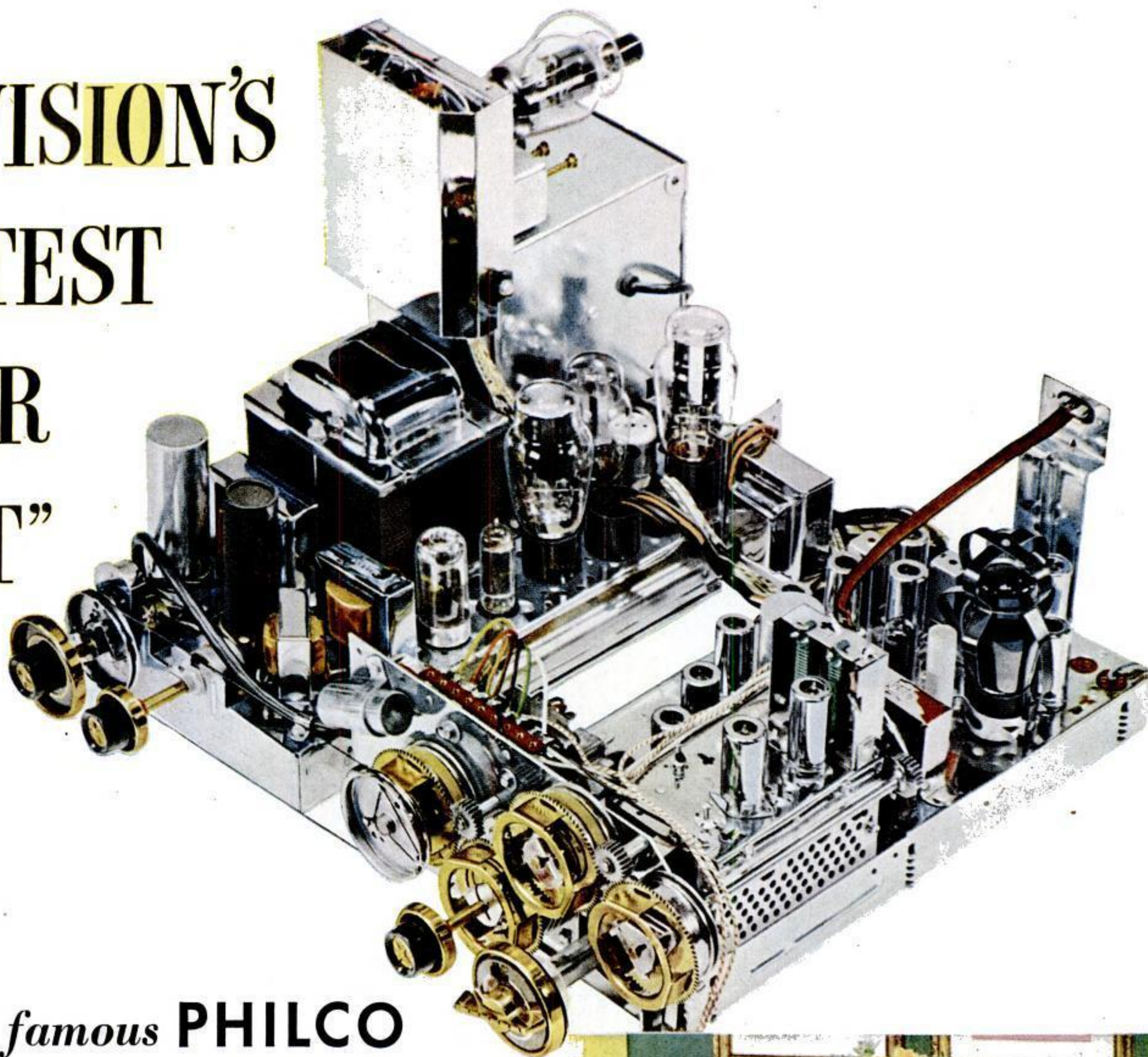
Thanks for a complete job of news reporting in covering Hearst's life and death. After reading the stories in the New York papers I had begun to wonder if Marion Davies had ever existed.

MARTIN POWELL MILLER

New York, N.Y.

CONTINUED ON PAGE 15

TELEVISION'S GREATEST "POWER PLANT"



— it's the famous **PHILCO**
Balanced Beam Chassis with
the sensational "Colorado" Tuner

HERE'S performance never before achieved in television! Super-power reception that has amazed *everyone* — viewers, dealers, servicemen and competitors alike.

That powerful Balanced Beam Chassis is a triumph of electronic engineering — and *only* Philco has it! Philco's remarkable new "Power Plant" with the revolutionary "Colorado" Tuner gives you TV's first *True-Focus* picture — sharp, clear, distinct



NO BLUR... NO SMEAR... PHILCO TRUE-FOCUS

pictures—even in far away "fringe" areas!

With new Philco-perfected circuits, Philco-developed tubes with gold-plated grids, plus Philco *precision*, the "Colorado" is recognized—even by competitors—as

the most remarkable tuner ever developed for sensitivity and picture clarity.

Unequaled in Fringe Areas

Towns miles away from stations (towns like yours, perhaps) now credit Philco with bringing TV to areas that never enjoyed it before.

See the '52 Philcos — table models, consoles, combinations. In luxurious walnut, mahoganies and modern bleached finishes — there's a Philco for your taste and pocket... don't settle for less.



ED SULLIVAN, star of TV's "Toast of the Town," says: "See us on a '52 Philco — for the finest reception ever." *At right:* Philco model 2145-M, with Balanced Beam Chassis, "Colorado" Tuner, 20-inch rectangular tube, Philco Electronic Built-In Aerial and Philco's exclusive *Complete Remote Control*. Philco consoles from \$299.95 to \$599.95*.



*Tax included, warranty extra. Prices, subject to change, slightly higher in South and West.

PHILCO *Balanced Beam* TELEVISION

TUNE IN! Philco Television Playhouse, Sunday evenings, NBC-TV Network... Don McNeill's TV Club, Wednesday evenings, ABC-TV Network.



Perpetual Notion

Just as sure as day follows night, folks who try A&P Coffee always come back for more!

Your first sip will show you why! Pick-of-plantation A&P Coffee is *always* roaster-fresh . . . it's kept in the nature-sealed bean until you buy. A&P Coffee is *always* Custom Ground just right for your coffee-pot . . . you have a choice of seven degrees of fineness. And A&P Coffee is *always* just right for you . . . you have a choice of *three* blends — mild, medium, and strong. Get the A&P Coffee notion. You'll agree . . . it's perpetually good!

A&P COFFEE

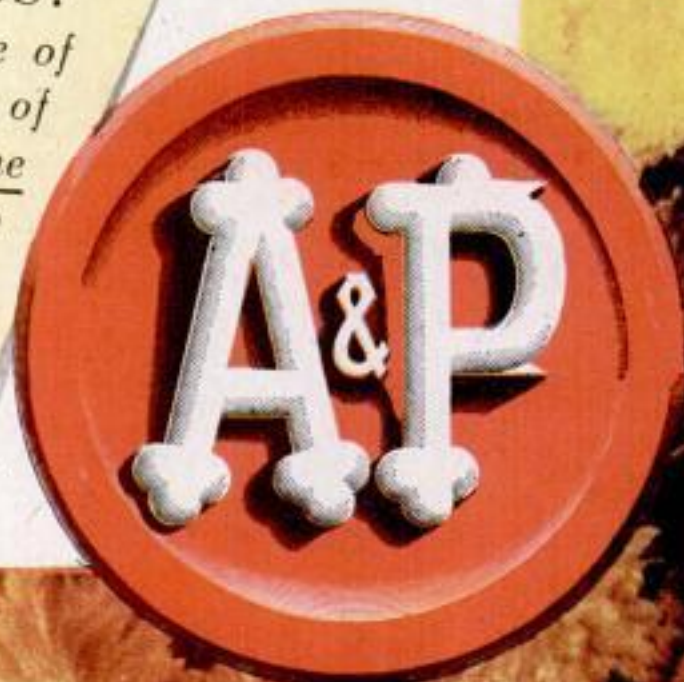
The coffee of magnificent flavor



CONSTANT SAVINGS!

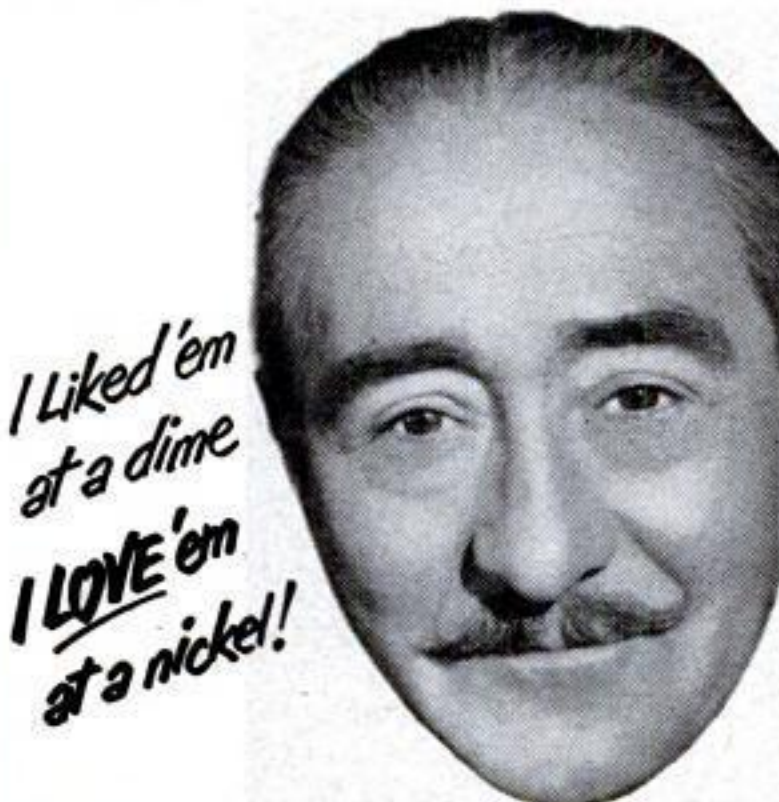
When you compare the price of thrifty A&P Coffee with others of like quality, you'll know that's one reason more folks drink superb A&P Coffee than any other. It's the consistently big coffee value!

Coffee service is Wedgwood's "Devon Sprays."
Tidbit is Jane Parker's delectable Pound Cake.

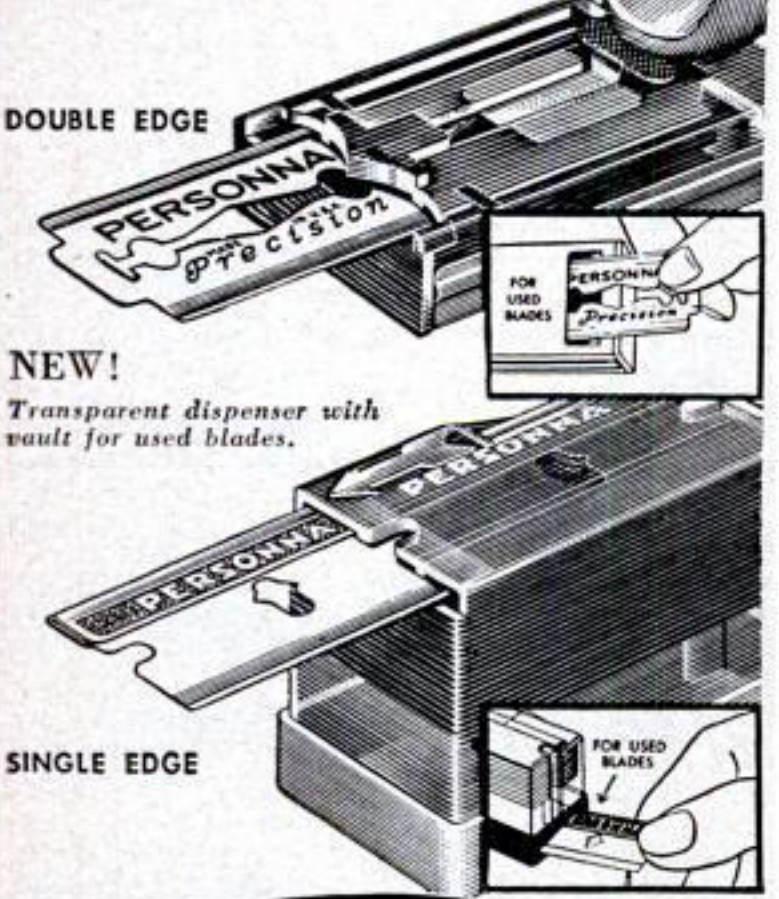


AT ALL A&P FOOD STORES

ADOLPHE MENJOU "Star of Radio's MEET THE MENJOUS"



PERSONNA
BLADES
REDUCED from
10¢ to 5¢ ea.



WORLD'S FINEST BLADES
NOW 5 FOR 25¢
10 for 49¢ — 20 for 89¢
(not 98¢)

No Change in Quality!
Certified by N. Y. Testing Laboratories
Yes, Personnas are now half their former price — but still the world's finest blades. Prove it to yourself — at no risk — by getting a pack of Personnas. Use as many blades as you wish . . . and if they do not give you incomparably smooth shaves, return dispenser to us for full refund! Personna, Inc., 43 W. 57th Street, N. Y.



LETTERS
TO THE EDITORS
CONTINUED

Sirs:
Gentle Phoebe Apperson Hearst has a niche in the hall of fame herself which may prove to be a much more lasting one than that of her son William Randolph. She was co-founder of the Parent-Teacher Association with Alice McLellan Birney. . . .

MRS. CLARENCE G. SMITH
Orinda, Calif.

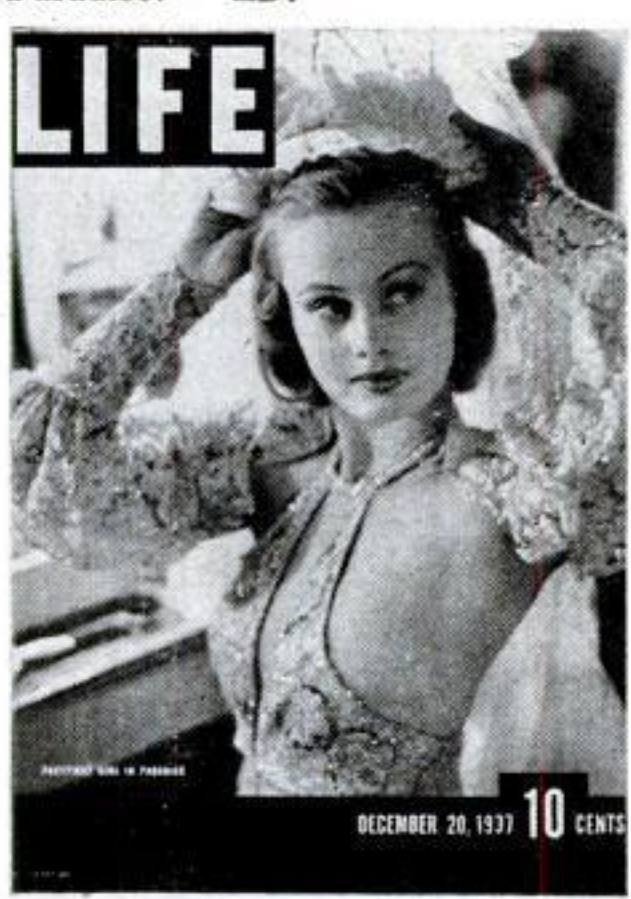
Sirs:
In these days of moral decay it is well that at least one voice has been raised in condemnation of the demagoguery that masqueraded under the guise of patriotism and religion. It is humiliating, indeed, to a Catholic to see a cardinal of his church issue a statement in praise of Hearst.

LEO GALLAGHER
Los Angeles, Calif.

Sirs:
Isn't Mrs. David Hearst the famed Hope Chandler who made a famous early LIFE cover as a 16-year-old chorus beauty?

PIERRE G. ROTHSTEIN
Chicago, Ill.

• Yes. She worked at the Paradise nightclub in New York, was billed on LIFE's Dec. 20, 1937 cover (below) as the "prettiest girl in Paradise."—ED.



ALPINE TRAGEDY

Sirs:
Otto Furrer was not only a famed Alpinist, as you state in "Alpinists Lose to the Alps" (LIFE, Aug. 27), but a professional guide. He did not slip near the summit of the Matterhorn, which would imply a blemish on his professional ability. The accident was caused by the breaking of a fixed rope (La Grande Corde) on Pic Tyndall lower down on the Italian ridge of the Matterhorn. . . .

ROBERT C. DUSCHINSKY
Essex Fells, N.J.

SECOND CHANCE IN SPAIN

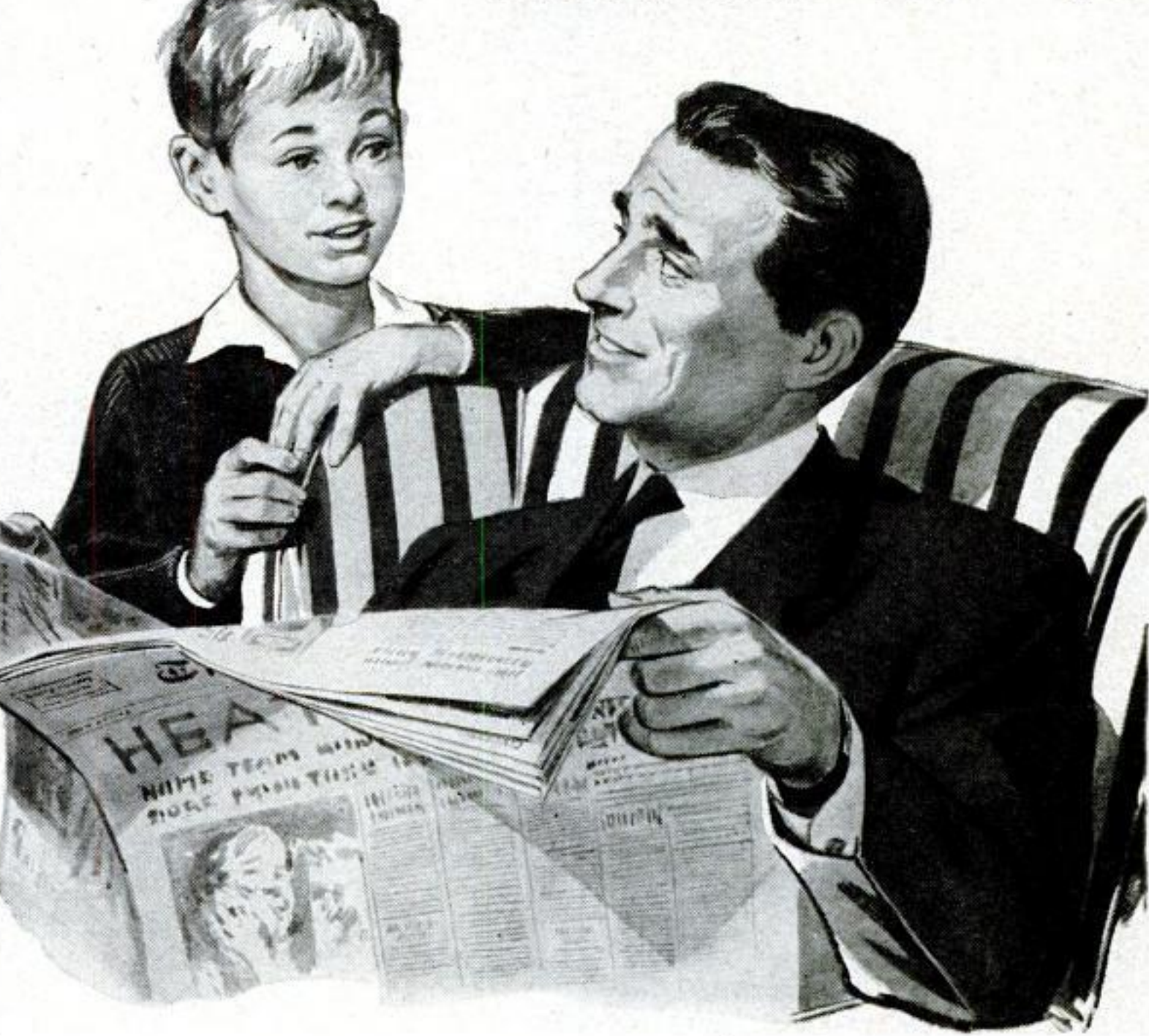
Sirs:
Your article on Franco Spain ("A Second Chance in Spain," LIFE, Aug. 27) gave a comprehensive and thoroughly educational picture of a situation I have never quite understood. . . .

MILDRED HUMPHREY
Evansville, Ind.

Sirs:
The tone of the article seems to me strangely apologetic. Even after careful perusal of your piece, I still do not

CONTINUED ON NEXT PAGE

Daddy, what's a
"son an' air"?



"Trying to explain to Johnny, I began to wonder myself. What am I passing on to this son of mine—this kid with his dog and his questions and his endless vitality?

"Of course, Jane and I are trying to give him a good home—good schooling—all the preparation we can for a successful future. But I can't make him heir to a fortune!

"So I've tried to do the next best thing by starting a life insurance program for him early. At his young age he qualifies for a premium rate that will always remain low. I'll pay the premiums until he's able to take over

himself. When that time comes, his life insurance will have a cash value that may come in mighty handy for him.

"Yes, by starting his life insurance now, I'm helping him create something that will become more and more valuable to him."

* * *
What about your own son and heir? Or your daughter? The Mutual Life Field Underwriter in your community can help you start your children along the path of thrift and independence. He's a good man to talk to because life insurance is his life-time career.

LEARN WHAT THE New Expanded Social Security MEANS TO YOU!
SEND FOR FREE BOOKLET—with the facts about Social Security . . . its value . . . and how it teams with your life insurance. If you are 45 or under, you'll be particularly interested in this booklet. You'll also learn about the official records you need in order to collect benefits later without delay. Mail the coupon today.

SOCIAL SECURITY BENEFITS FOR YOU AND YOUR FAMILY

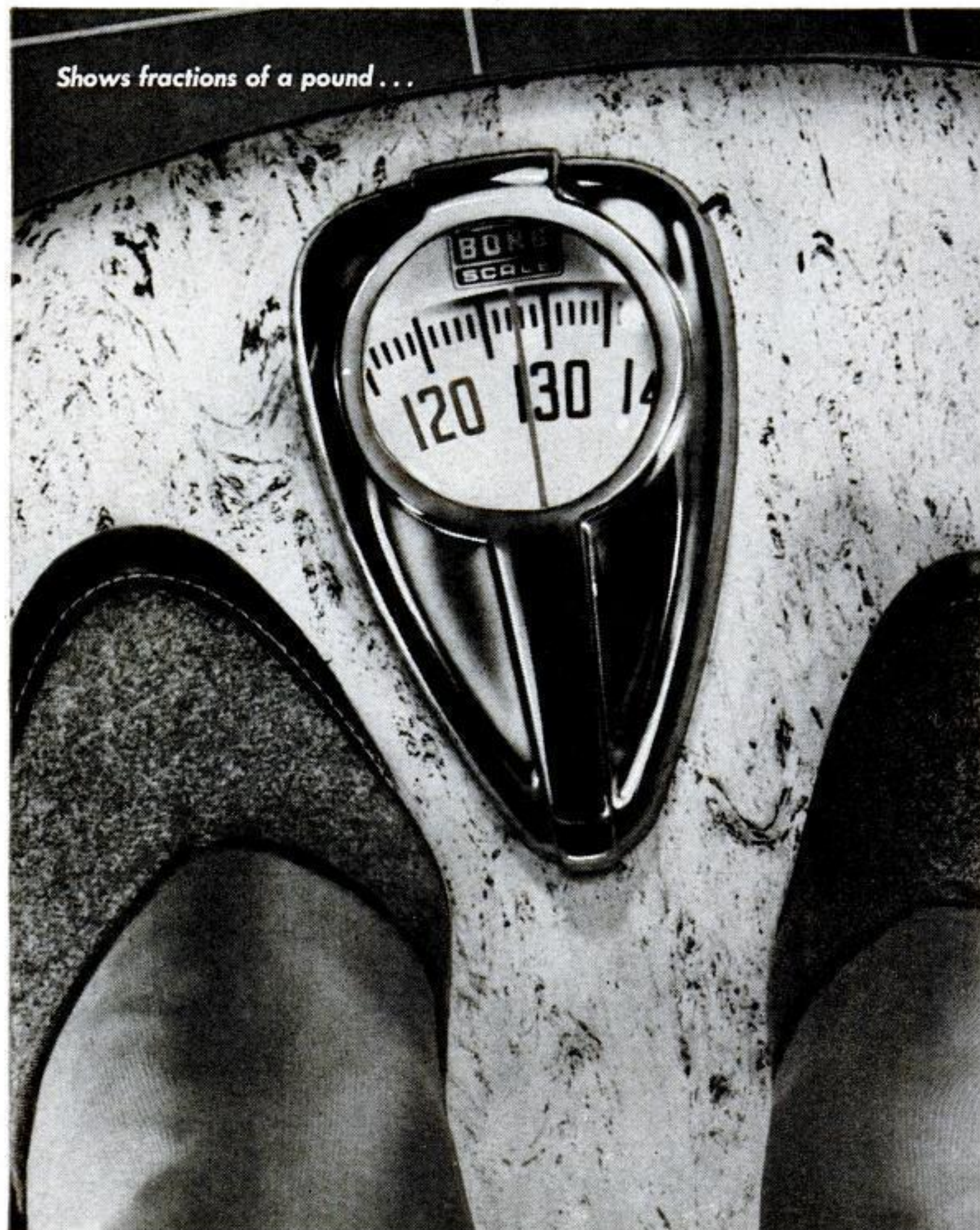
WEATHER STAR ATOP OUR HOME OFFICE—FLASHES OFFICIAL WEATHER FORECASTS

THE MUTUAL LIFE
INSURANCE COMPANY of NEW YORK
1740 BROADWAY AT 55TH STREET • NEW YORK 19, N. Y.

Yes, I would like your FREE Social Security Booklet—L-80.

NAME DATE OF BIRTH
HOME ADDRESS CITY
COUNTY STATE OCCUPATION

Shows fractions of a pound . . .

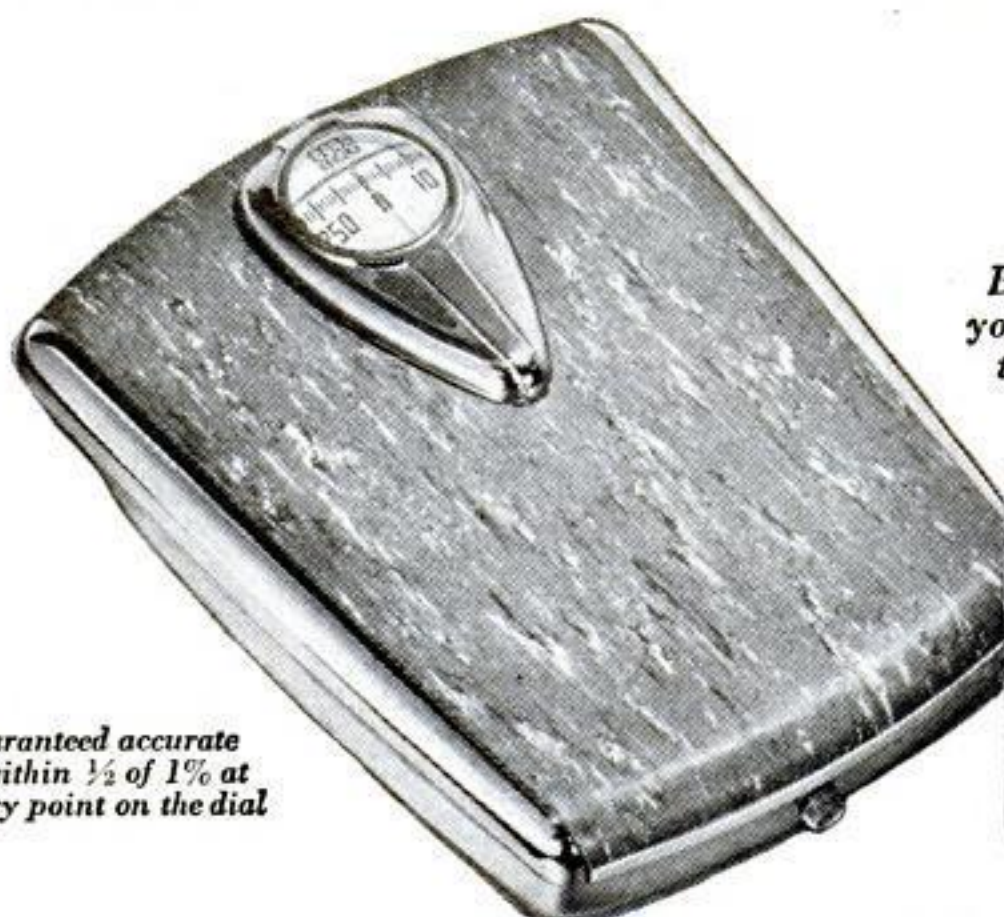


Now you can have
an **Accurate Scale** in your Home
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Imagine . . . a bathroom scale so accurate, you can believe it exactly! With a Borg, you have exact* weight right at home. Gain or lose even part of a pound, you know it instantly.

Weight-watching becomes simple. Step on, step off—you weigh in 5 seconds. Borg's flat platform is safe and convenient. Its big "Binocular Dial" shows your weight clearly, and silently returns to zero. Slim, feather-light . . . made like a fine watch, for lifetime service . . . guaranteed for life under a Service Warranty.

Why "guess" at weight when a Borg costs so little? Only \$7.95 to \$10.95 (Denver west, 50¢ higher)—enamel or chrome, at better stores.



Be sure it's a Borg when you buy. Look for this trademark on the dial.

**BORG
SCALE**

*Guaranteed accurate within 1/2 of 1% at every point on the dial

You can believe your **BORG**

A Borg-Erickson product

LETTERS TO THE EDITORS

CONTINUED

understand why it is necessary for us to cast our lot with Franco. In our history, we have made some doubtful alliances, some born of necessity, some arrived at by mistake. But to lie down with fascist Spain for any reason—our eyes open to Spain's cruelties and arrogance—seems to me the height of hypocrisy and folly. . . .

ROBERT DOWNING
Mount Kisco, N.Y.

Sirs:

Hearty congratulations on one of the best articles ever seen in your magazine. Such an article has been long overdue in an American publication.

RICHARD M. JOHNSON
Savanna, Ill.

Sirs:

. . . You point to the Spanish constitution's requiring that the head of the government must always be a Catholic. British law requires that their king must always be a Protestant. Both requirements are childish, biased and reminiscent of the days of Henry VIII and the Inquisition.

JOHN T. COSTELLO
Los Angeles, Calif.

Sirs:

If the U.S. had the same proportion of Protestants to Catholics that Spain has—namely, one eighth of one percent—could we expect the government to ignore the 140 million Catholics to meet demands of 10,000 non-Catholics, not only scattered over the nation, but even in great disagreement among themselves?

Why should Spain be singled out for giving a preferential position to the church to which 98% of the people belong?

E. A. OLIVIER
Houston, Texas

Sirs:

Before you are snowed under by Catholics protesting your observation that "There is no effective religious freedom [in Spain]," let me as a Catholic come to your defense. Spanish Catholics and their sympathizers are right to insist that "error does not have the same rights as truth," but they forget a unique and *sine qua non* Catholic principle which supersedes all others, namely, that the individual conscience, though in error, does have rights. Insofar as any Catholic in any way circumvents this principle, he ceases to be a Catholic.

CLARENCE W. STANGOHR
Collegeville, Minn.

DOUGLAS ON IRAN

Sirs:

In "Justice Douglas on Iran" (LIFE, June 18) Justice William O. Douglas made reference to me personally. Quoting a Lur, he speaks of a "young colonel" who ordered a number of Lurs to be beheaded, and by means of red-hot plates placed on the stub of the headless men made the poor fellows run a few steps before collapsing. "The colonel started betting on how far these headless men could run," says the justice.

Such false allegations about me can have no effect whatever in public opinion in Iran because the Iranian people know me through my services to the country during the past 40 years—and a few lines in a foreign magazine

CONTINUED ON PAGE 18

SHAMPOO

without water



NEW DRY WAY TAKES
ONLY 10 minutes

WAVE STAYS IN! You'll thrill to the glorious way Minipoo restores beautiful sheen—with-out disturbing your wave.

QUICK AND EASY! No water, no soap, no drying. With its simple brush applicator, fragrant Minipoo powder removes excess oil, dirt and hair odors in just 10 minutes. Leaves your hair shining clean and fresh!

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THE QUICK DRY SHAMPOO
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SAVE YOUR SNAPSHOTS

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CORN gone-- because it's **DISSOLVED!**

Why suffer corn pain? End misery quick—use GETS-IT! In 35 countries with over 735 million people it's a favorite, for with Gets-It—corn is gone. For happy feet—get Gets-It Liquid Corn Remover today. 35¢.

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Tums say
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TUMS 10¢
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Now **Thor** Offers

5-Year Protection!

Ask your Thor dealer for details!

...and only Thor gives you all 4



1. SAVES TIME—Does full week's wash for average family in just 1 hour. Washing time controlled only by you—no fixed mechanical cycles to be gone through. Thor washes and rinses—then spins your clothes damp-dry—in a single tub. Your hands need never touch hot, soapy water!



2. HYDRO-SWIRL WASHING ACTION—This famous Thor principle lets the water do the work! It swishes and swirls clothes gently but thoroughly, actually washes clothes cleaner, faster—yet is safer for your nicest fabrics. Proved finer by test in laboratory and thousands of homes!



3. SAVES HOT WATER—New Thor Spinner Washer saves up to 27 gallons of hot water every washday—as proved by tests, based on an average weekly wash for a family of 4. Savings on hot water—savings on fuel—and savings on soap—make you money ahead with this great new Thor!



4. OVERFLOW RINSE—See a demonstration and see the difference! See how the Thor Overflow Rinse floats soil and suds up and off the top—not down through the clothes—as in ordinary washers. And fingertip control lets you rinse, as well as wash, for as long or short a period as you like!

From suds to spin-dry in a single tub!

Thor ^{*}SPINNER WASHER

Look in your Telephone Red Book for name of your nearest THOR dealer! Don't buy any washer until you see the Thor Spinner Washer.



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SPIN DIAL. At a glance new Thor Stain Removal Guide tells you how to remove 26 different kinds of spots! Save time, fabrics and cleaning bills! Get yours now!

Send 10c for Thor **STAIN REMOVAL GUIDE** or get it **FREE** at your Thor dealer's.

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Enclosed is 10c. Please send me your new Thor "Stain Removal Guide."

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(PRINT PLAINLY)

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favor PEP



the "BUILD UP" wheat cereal

Kellogg's PEP with milk provides one of the most complete foods you can serve. Along with the food value of whole wheat flakes and milk, you get

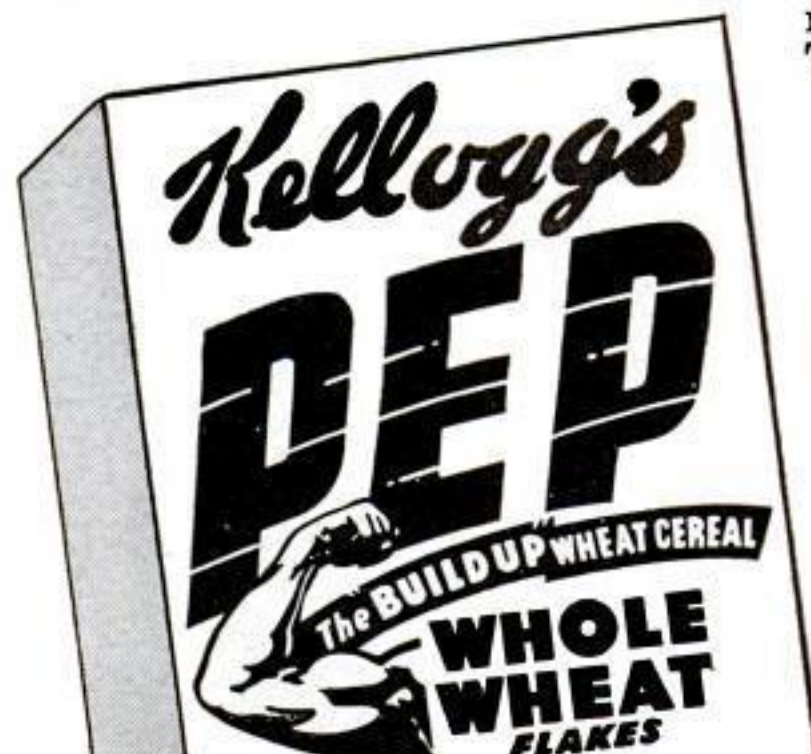
These Important Vitamin Values

A full day's needs of Sunshine Vitamin D in every one-ounce bowlful—AND—more Vitamin B₁ than any other

leading brand of wheat flakes! Because of these "builder-upper" food values, food experts call it "the mighty ounce"!

Now Made Better Tasting!

Kellogg's "Protec" process brings you crisp freshness *never before possible* in wheat flakes. You've never tasted such *fresh-flavored* wheat flakes—and no other keeps so *crisp*! Treat your family to Kellogg's PEP!



Freshness Insured by Kellogg's exclusive "PROTEC" process!



Plastic Rocket Rings—6 brilliant colors! 12 different pictures! Space Cruisers! Ray Guns! Magnascopes! And many other picture ring surprises! One in every package of Kellogg's PEP!

LETTERS TO THE EDITORS

CONTINUED

cannot change the people's judgment. . . . But such fantastic charges against Iranians are contrary to the most basic principles of justice. Even in the darkest ages of the past Iranians have committed no such beastly atrocities. . . .

Even supposing that an old Luristan man told Mr. Douglas the fantastic story of the "brutal Iranian colonel"—which is extremely hard to believe—wouldn't it have been better for the judge to follow the usual legal procedure (with which he is so familiar) and investigate the matter carefully before publishing his article? . . .

The late shah assigned to me the job of subjugating this territory to the rule of the central government. At that time I was a general—not a colonel as stated by Justice Douglas. In a comparatively short time and with a minimum of casualties, I restored order and security in those areas. . . .

In the fall of 1941, when Allied forces occupied Iran, disturbances followed disturbances in various parts of the country. But not in Luristan where, thanks to my efforts, the brave Lurs have been brought up in such a spirit that defied any provocation.

In conclusion, I want to state that there is as much truth in the rest of Mr. Douglas' article as there is in the fantastic story of the running headless men.

SENATOR AMIR AHMADI

Tehran, Iran

● In his article Justice Douglas told of meeting General Amir Ahmadi at a garden party. "What is your relationship to the people of Luristan today?" a lady asked.

"Oh, they think highly of me," the general replied. "I am a household word."

"In what way?"

He laughed as he replied, showing his gold teeth. "Why, in Luristan if a child cries the mother says, 'Hush or Amir Ahmadi will get you!'"—ED.

ROSEMARIE COOVER

Sirs:

Rosemarie Coover, LIFE's cover girl (Speaking of Pictures, Aug. 27), has one of the most expressive faces I have ever seen. At 13 years old she can look hardboiled, sweet and innocent, and ah, so very much grownup.

JULIE DE JOHN

Chester, Pa.

CONTINUED ON PAGE 21

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Fast pleasant HEADACHE RELIEF



Keep Bromo-Seltzer handy for fast, effective help

For best results, use cold water. Follow the label, avoid excessive use. Bromo-Seltzer is a product of Emerson Drug Co.

"IL N'Y A PAS DES BOULES COMME DUBBLE BUBBLE"*

*translation:

"PEOPLE ALL OVER THE WORLD HAVE FUN CHEWING FLEER'S DUBBLE BUBBLE GUM"



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FUNNIES, FORTUNES, FACTS ON EVERY WRAPPER!

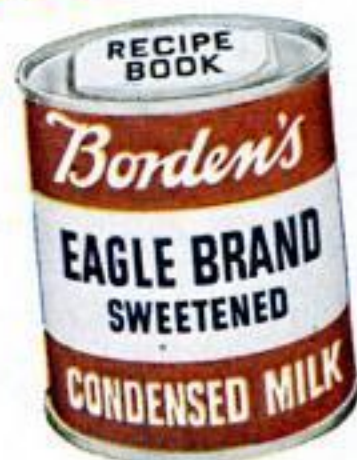
FRANK H. FLEER CORP.
PHILADELPHIA 41, PA.

Borden's is dandy for coffee or candy!

New super-smooth chocolate candy **MAGIC TRUFFLES**

Made in 12 Minutes—Without Beating!

- 1 package (6 oz.) semi-sweet chocolate pieces
- $\frac{1}{3}$ cup plus 1 tablespoon Borden's Eagle Brand Sweetened Condensed Milk
- Pinch of salt
- $\frac{1}{2}$ teaspoon vanilla extract
- 3 tablespoons ground nut meats



Heat chocolate in top of double boiler over rapidly boiling water, stirring a few times, until just melted. Remove from heat. Add Eagle Brand Sweetened Condensed Milk, salt, flavoring and nuts. *Stir only until smooth.* Turn mixture into pan lined with waxed paper and press into block about one inch high. Chill in refrigerator until firm (about 2 hours). Turn out of pan, remove waxed paper, and cut into squares. Makes more than $\frac{1}{2}$ pound of candy.

FREE—70 recipes in illustrated booklet

27-page illustrated booklet containing 70 fascinating recipes for delicious pies, puddings, candies, frostings, cookies. Many need no cooking! Wholesome, nourishing, too! For Eagle Brand is a "Double Rich" milk product that blends like magic with other ingredients, saves you time and trouble. Send post card today for your FREE Recipe Booklet to Elsie, Dept. LI-91, Box 175, New York 46, N. Y.



No mistakin' in the makin' with **BORDEN'S INSTANT COFFEE!**

Yes—with Borden's you're sure of perfect coffee—every cup, because Borden's is *all* coffee, 100% pure coffee. It is pre-percolated for you by experts. The water is removed. All you do is put the water back and enjoy delicious, honest-to-goodness wonderful coffee!



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A 2-oz. jar of Borden's gives you so many cups of rich coffee that you save up to 25¢ compared to a pound of ground coffee. Get a jar today—make every day good coffee day with Borden's!

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Enjoy Borden's Cream with Borden's Instant Coffee—remember these other fine Borden products when you shop:

EVAPORATED MILK • HEMO • NONE SUCH MINCE MEAT MILK • CREAM • CHOCOLATE DRINK • COTTAGE CHEESE BUTTERMILK • ICE CREAM • and BORDEN'S CHEESES



IF IT'S BORDEN'S—IT'S GOT TO BE GOOD!



DEAN MARTIN and JERRY LEWIS • Marion Marshall, Polly Bergen • Starring in the Hal Wallis Motion Picture, "THAT'S MY BOY" • A Paramount Release

Join the Stars with

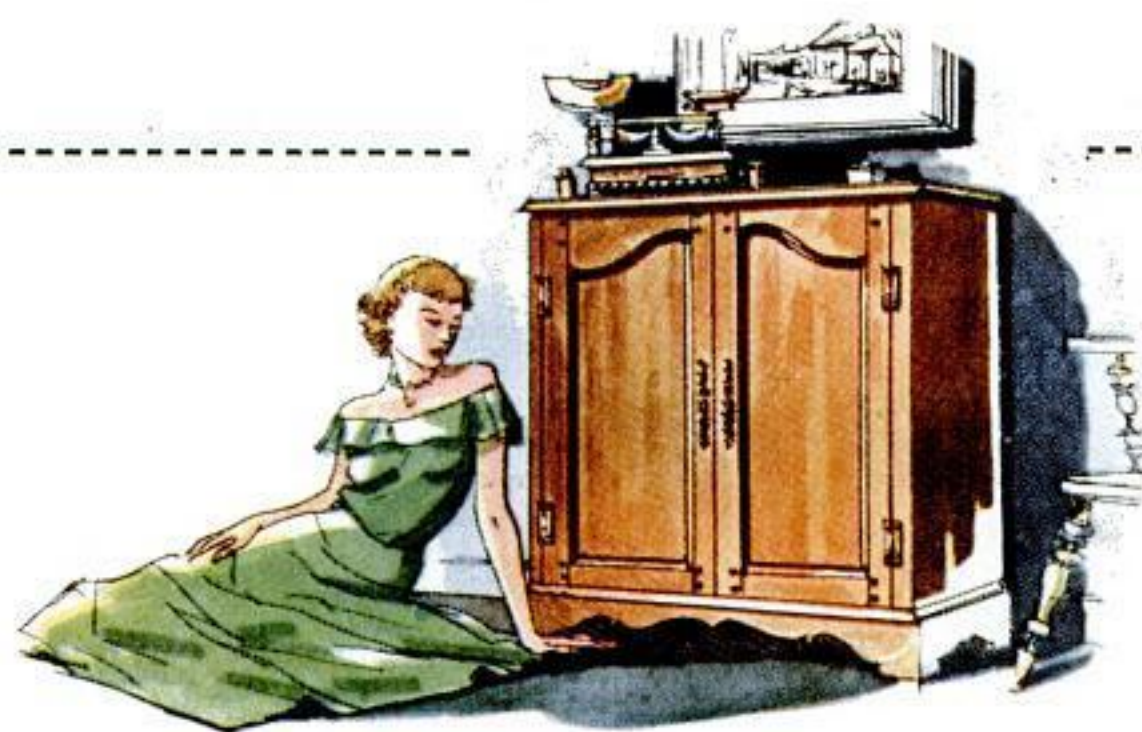
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YOU join mighty proud company when you move magnificent Magnavox Big-Picture Television into your living room. For Magnavox instruments are built to grace the finest homes. And Magnavox Big-Picture TV is the kind enjoyed by so many of the entertainment world's most hard-to-please

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Keep your breath fresh all day long!



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You'll quickly forget you have painful callouses, tenderness or burning on the bottom of your feet when you use Dr. Scholl's Zino-pads. These thin, downy-soft, wonderfully soothing, cushioning pads instantly lift pressure on the sensitive spot. Speedily remove callouses when used with the separate Medications included. Ask for Callous size. Cost but a trifle.



Dr. Scholl's Zino-pads

LETTERS TO THE EDITORS

CONTINUED

Sirs:

Rosemarie is one of the prettiest girls you've had on your cover. . . .

ANN YOUNG

Whitford, Pa.

Sirs:

Rosemarie in her graduation dress looks just how a 13-year-old-girl should—young, sweet and pretty. Instead these photographers make her look like a sexy and sultry siren.

MRS. ROBERT BARE

Beachwood, N.J.

Sirs:

. . . Unfortunately, millions of teen-age girls who will see this story will imagine themselves in her shoes making money by being photographed as a model of sophistication. I hope that the girls who see this article will be content to receive praise for meritorious work in school, church, Girl Scouts, Campfire Girls, the Y.W.C.A., 4-H.

MRS. FRANK W. JOHNSON

Klamath Falls, Ore.

• Despite her success in the flossy world of fashion, Rosemarie still plays handball in the streets, swims, dances, goes on "Y" outings. Says her mother, "She's still as much a tomboy as ever."—ED.

Sirs:

I happen to be the art and sewing teacher under whose supervision Rosemarie's graduation dress was made. Needless to say, I don't think it is "corny" and "stinks," as Rosemarie says, and resent the implication involved. . . .

AUGUSTA M. MCGIRR

New York, N.Y.

Sirs:

This picture of Rosemarie Coover could pass for Lizabeth Scott's twin sister.

ANN PALMER

El Paso, Texas



ROSEMARIE



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**MEN! I'LL PAY YOU
25¢ FOR TRYING
AMAZING NEW
VITALIS^{Hair} CREAM**



"Yes, sir—I'll send you 25¢ if you try a bottle of new VITALIS Hair CREAM made by the makers of famous Vitalis!" says Bert Parks.

"I make this daring offer because I KNOW you'll prefer this remarkably different cream hair oil."

No doubt about that! For new VITALIS Hair CREAM is not thick, heavy, like other cream oils.

It is lighter-bodied—not sticky, not greasy. Yet it keeps your hair in place perfectly, with a long-lasting groom—without heavy film or slick look. Cleaner to use, too—rinses off your hands and comb instantly, with plain water.

Homogenized for easy flow, in a handy shaker-top bottle. So try sensational new VITALIS Hair CREAM—and get your 25¢ from VITALIS Hair CREAM.

HERE'S ALL YOU DO!

1. Buy a bottle of VITALIS Hair CREAM at any drug counter.
2. Try it. Then tear off the front panel of the carton, write your name and address on the back and mail to—
**VITALIS Hair CREAM, Box 294
New York 46, N. Y.**

25¢ will be promptly mailed to you. Offer expires October 31, 1951. Limited to one bottle per family. Take advantage of this money-saving offer now—and meet the world's best liquid cream hair tonic.



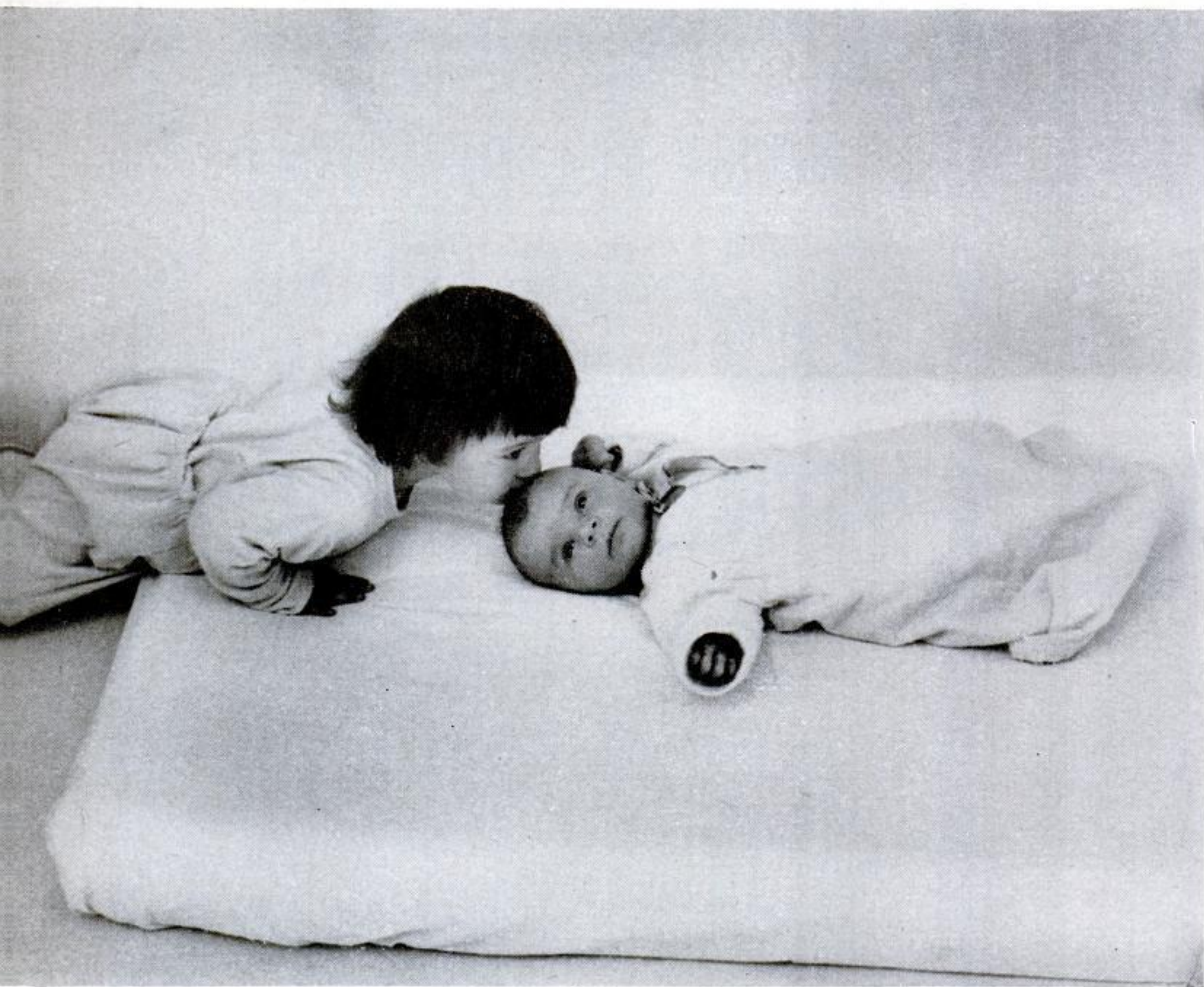
**REGULAR
49¢ SIZE
EQUALS LEADING
59¢ SIZE CREAM
OIL! (ALSO IN
27¢ SIZE)**

Hurry!

Cash in on this daring offer now. Get VITALIS Hair CREAM today!

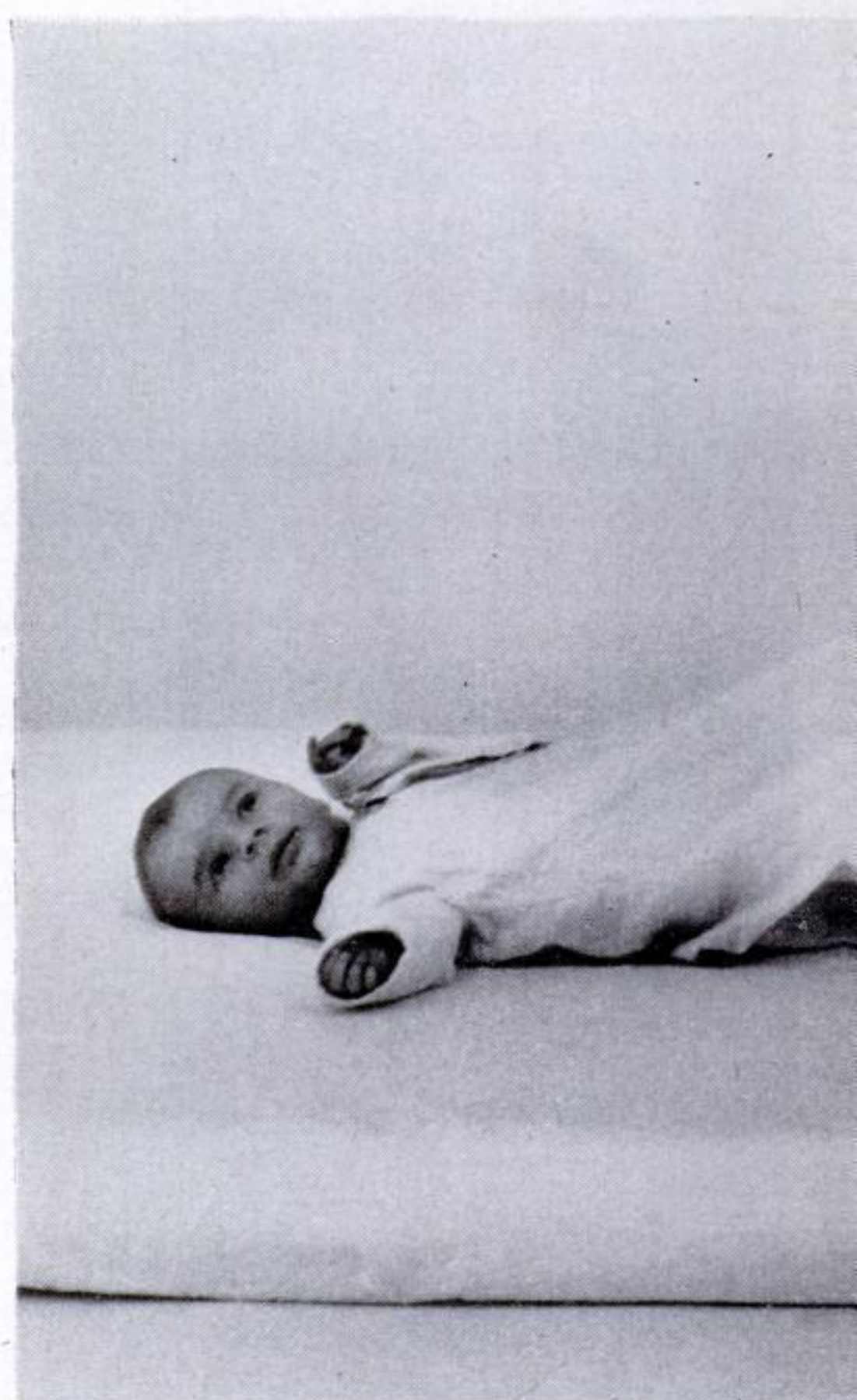
**NEW!
Vitalis
HAIR
Cream**

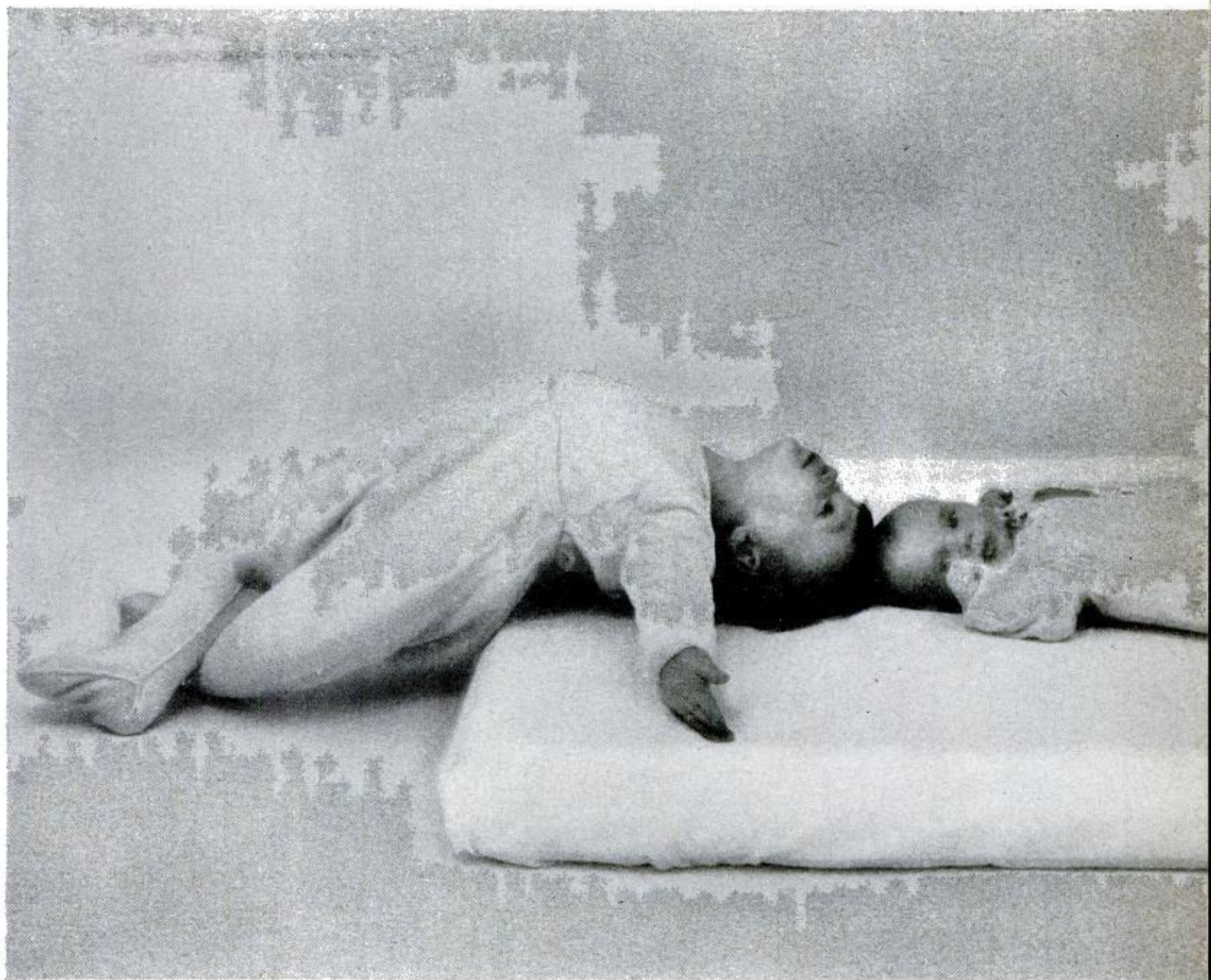
Made by Bristol-Myers, makers of famous Vitalis



SPEAKING OF PICTURES...

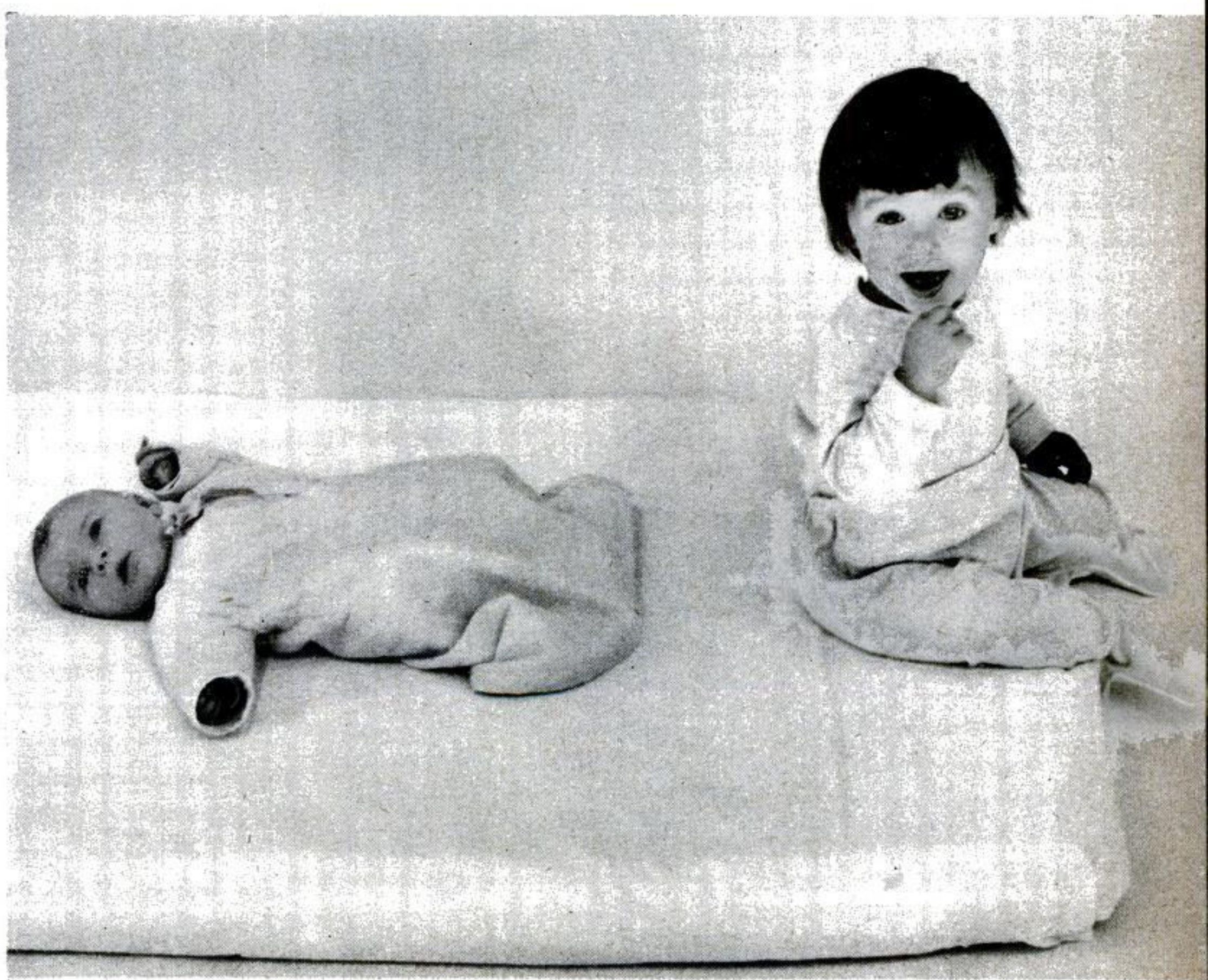
. . . A 19-month-old girl meets her brand-new baby brother for the first time



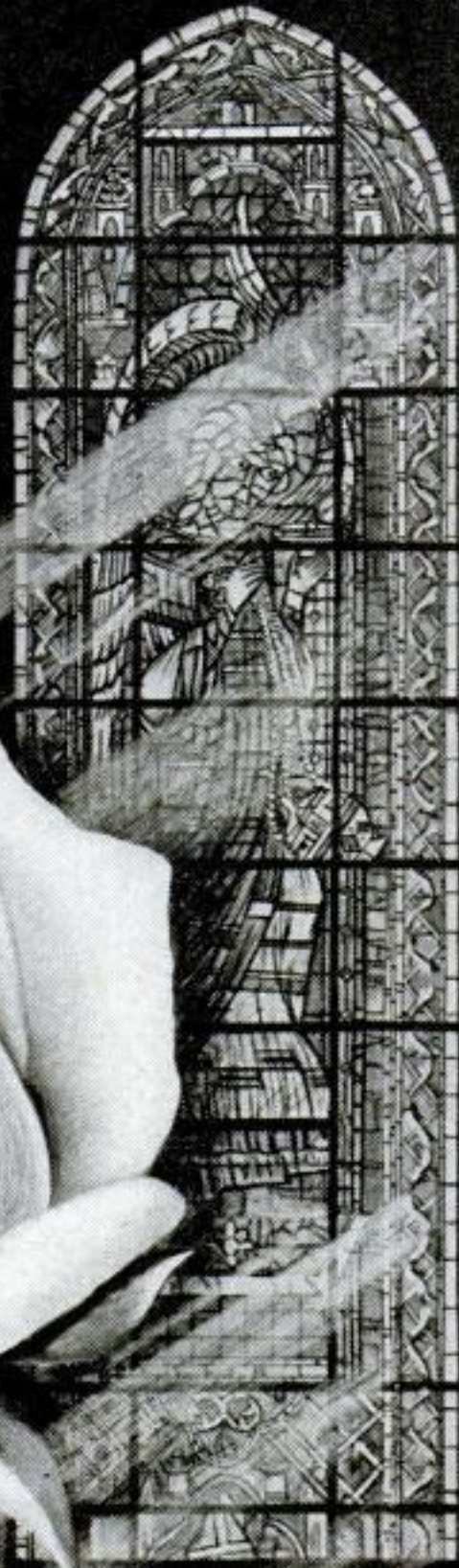


Shortly before her baby brother Hank was born, 19-month-old Paula Chandoha was sent away to live with her grandmother. When the baby was two weeks old Paula came home, but her mother and father, knowing how roughly she played with her dolls, did not let her get near Hank. Then one day her father, Walter Chandoha, a photographer who specializes in cat pictures, needed his wife to help him in his studio. She brought

baby Hank and laid him on a mattress on the floor. Paula wandered in, dressed for bed, and was attracted at once to the squirming little body. At first she couldn't figure out what it was. "Big doll moves," she said. Then, after puzzlement, followed investigation, delight, affection, realization. Meanwhile Photographer Chandoha had forgotten all about his cats and had turned his camera instead to record Paula's thrilling discovery.



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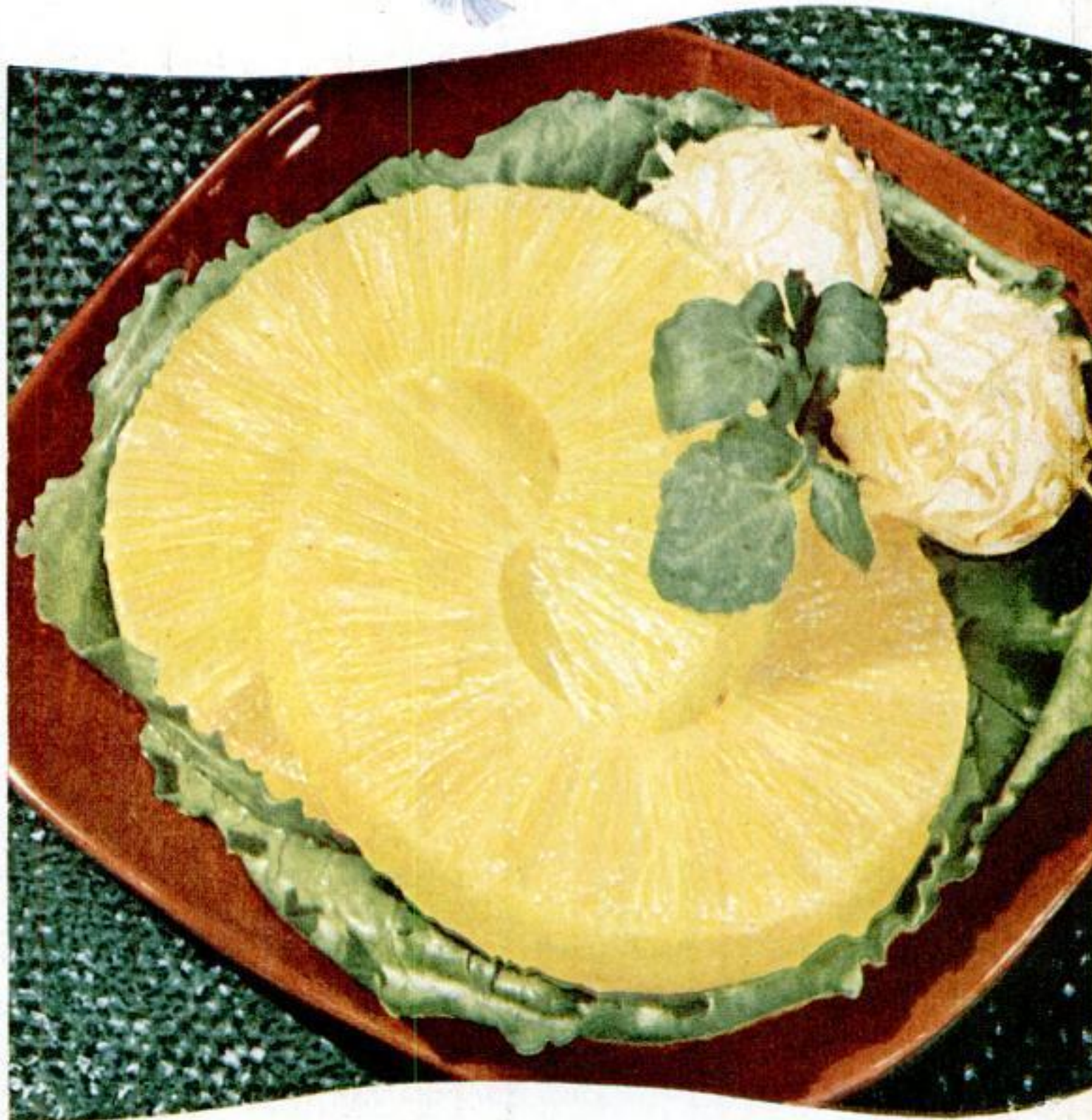
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Libby, McNeill & Libby, Honolulu, Hawaii

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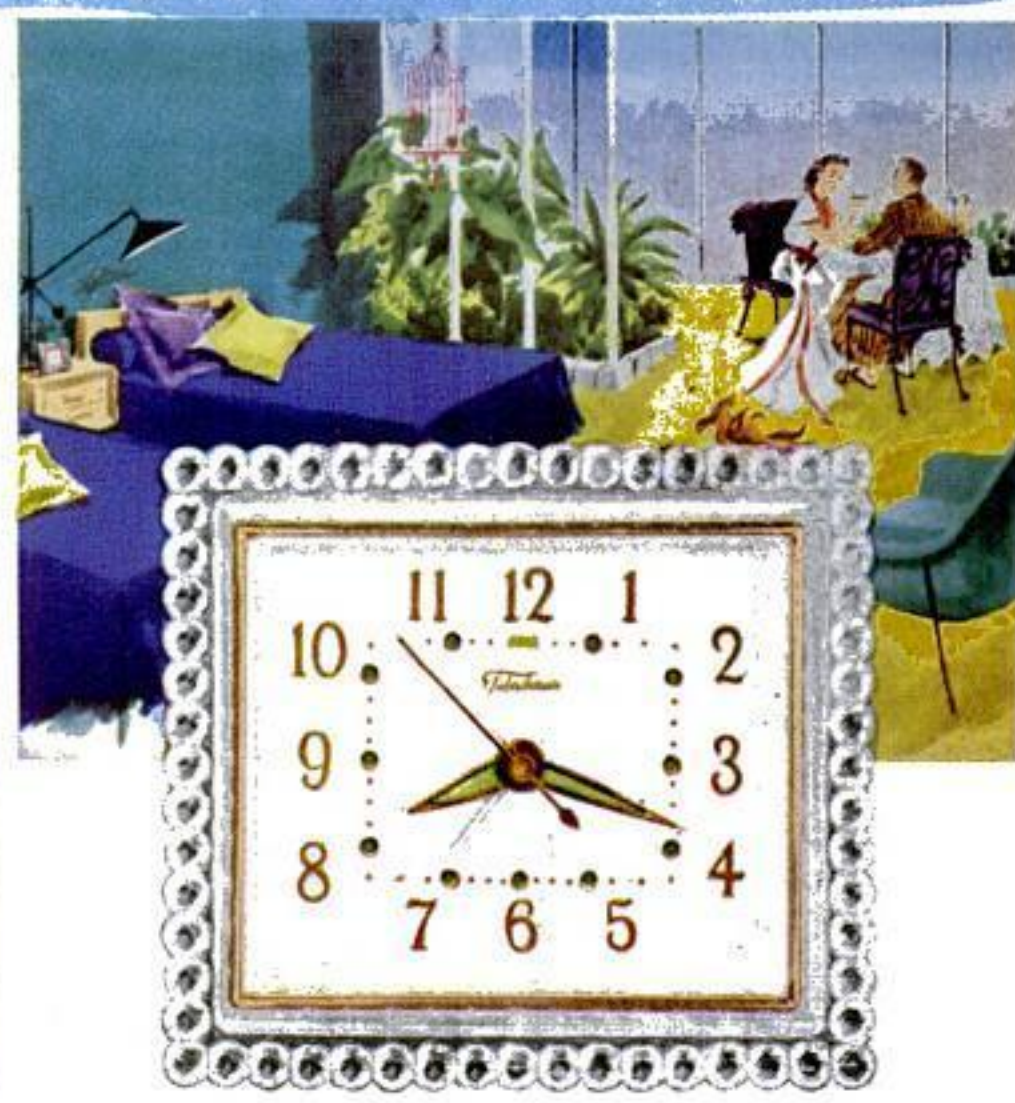
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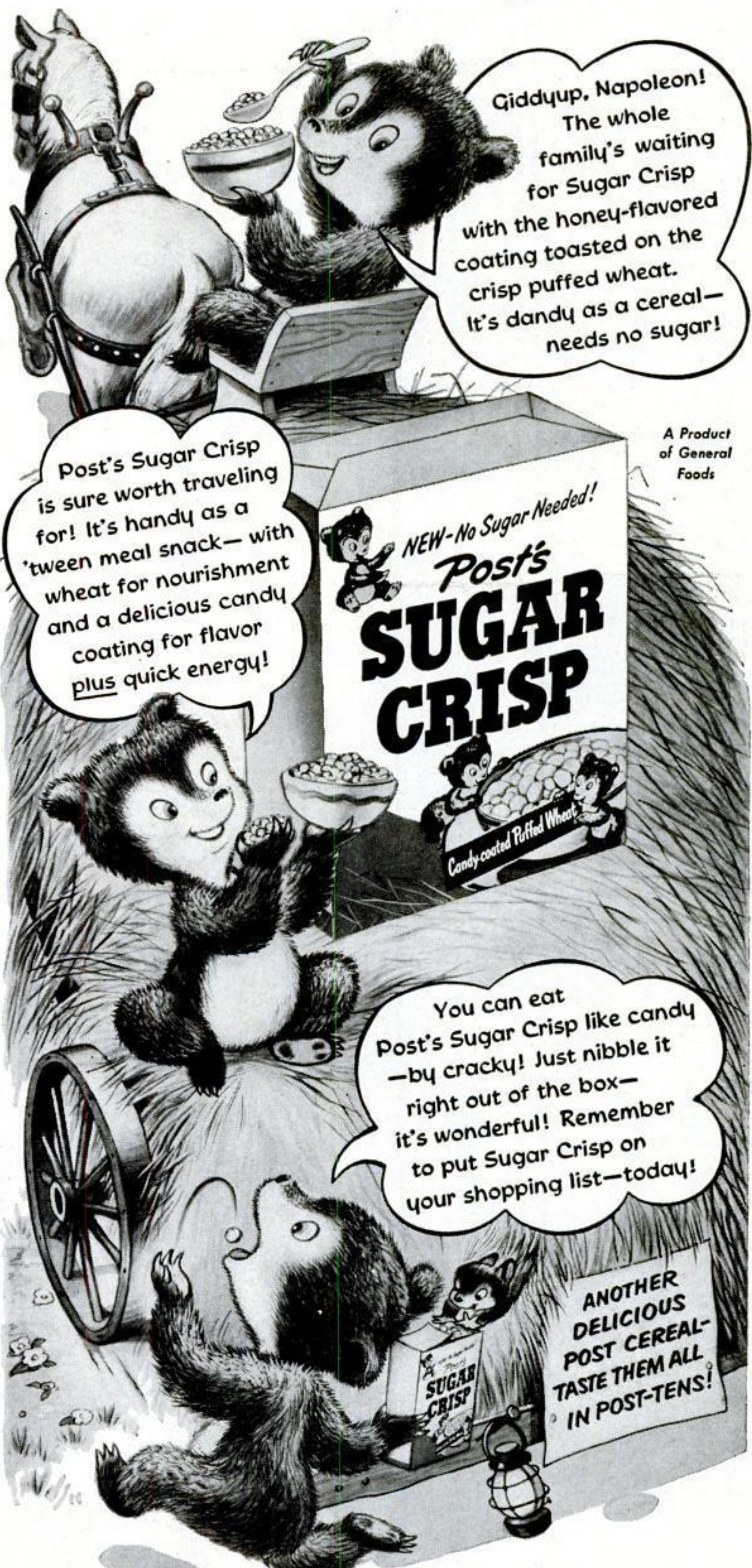
Her real name is Dolores Rosedale, but the blond, blue-eyed girl on LIFE's cover prefers to be known with simple austerity as Roxanne. Leaving her job as a Minneapolis dentist's assistant three years ago, Roxanne came to New York, became a top Conover model and progressed naturally into television, which is now recruiting half the beautiful girls in New York (pp. 146-151). Roxanne, now 22 and unmarried, wants intensely to become a dramatic actress, was not overly pleased when recently, in a nationwide poll of editors, she nudged out Dagmar (LIFE, July 16) as "the most photogenic girl of TV."

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'WAY MORE FUN THAN A HAY RIDE — New SUGAR CRISP



AS A CEREAL IT'S DANDY—
FOR SNACKS IT'S SO HANDY—
OR EAT IT LIKE CANDY!

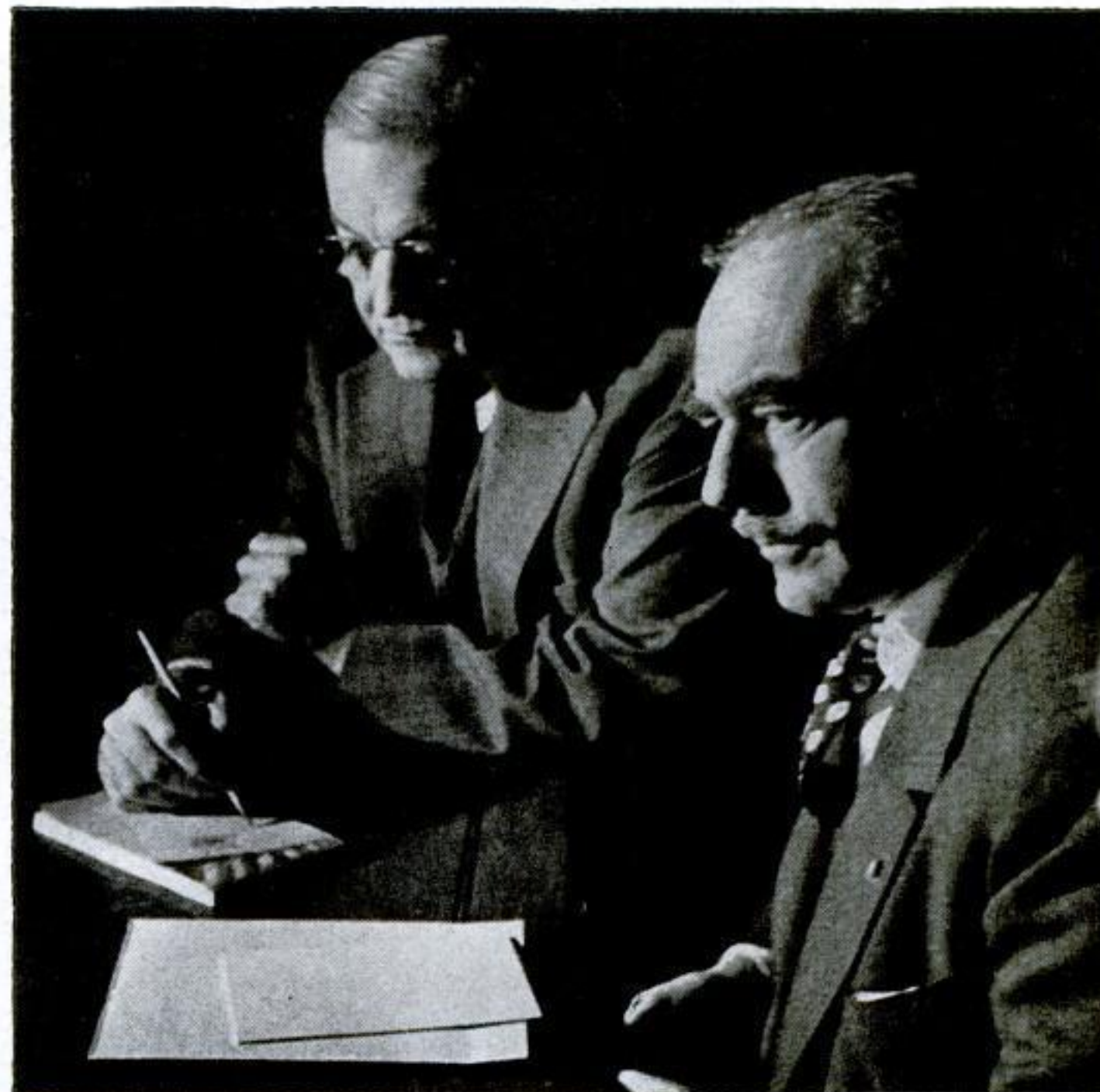


WITH THE LAST SIGNATURES, those of Japan, the peace treaty is concluded. Three Japanese delegates cluster behind Premier Yoshida as he signs. John

W. Foley Jr., U.S. State Department treaty technician, stands by with blotter. Pennants are those of countries whose delegates had already signed. Other docu-



ments on table include protocol which Japan signed to re-establish former relations with some of parties to treaty and pledges guaranteeing commitments.



CHIEF U.S. DELEGATES — JOHN FOSTER DULLES AND SECRETARY ACHESON

JAPAN GETS NEW KIND OF PEACE

It was nearly 10 years since America had last seen Japanese diplomats, and the memory of it was vague now. Their names were Nomura and Kurusu, and they were talking with Secretary of State Cordell Hull on Dec. 7, 1941 when the bombs fell on Pearl Harbor. Last week the U.S. again received a delegation of Japanese diplomats—six little men in cutaways, polite as their predecessors but far less dangerous. This time in San Francisco, they were signing the treaty of peace between Japan and 48 nations.

Throughout the week the conference commanded the nation's eyes and interest, for it was an unprecedented event. Held in the great auditorium of the San Francisco Opera House, it was watched by some 40 million Americans, a feat made possible by the inauguration of transcontinental television (pp. 63-68). Never in history had there been a treaty like this. Product of 11 months of negotiation, it was neither flawless nor entirely satisfactory to any nation present. But it was uniquely humane: it sought reconciliation instead of revenge (pp. 32-33). And like no other diplomatic event since World War II, the signing exhibited the impressive unity of the anti-Communist world. The conference was conducted with great technical skill by Secretary Acheson, whose diplomatic legions were faced, as usual, with the adamant opposition of Soviet Russia.

The Russian Deputy Foreign Minister Andrei Gromyko had been sent to alter the treaty or wreck the conference. But his best efforts only helped reduce the occasional tedium. The conference moved on schedule. On Saturday morning the alphabetical parade of peace-making nations began with the signature of Argentina and went through to Viet Nam without a hitch. The ceremony took 72 minutes and 100 fountain pens, since each signer was given a shiny new one as a souvenir. When Japan had signed, the bulky parchment contained the greatest number of signatures ever to adorn a peace treaty. The delegates could leave echoing the words of Herbert Morrison, Britain's foreign minister: "Our act of signature does more than liberate Japan in international law. It does so on terms which restore her self-respect and which dignify both Japan and ourselves."

GROMYKO TRIES HIS PARLIAMENTARY TRICKS BUT HE IS STOPPED COLD BY BETTER ONES



OPENING GAMBIT, planned by treaty sponsors, brings New Zealand's Sir Carl Berendsen to podium to move adoption of rules of procedure. In a later speech he charged Soviets "come here to do mischief."



A SECOND to Sir Carl's motion comes from Cuba's Oscar Gans in 52-word speech. Latin American delegations showed unexpected parliamentary alertness during the important opening-day maneuvers.



INSISTENT GROMYKO, unrecognized by the chair in two efforts to speak, starts walking toward the microphones. As he crosses the turquoise velvet floor to the speaker's stand, Acheson recognizes him.



FIRST SOVIET MOVE comes as Gromyko demands a seat at the conference for Red China. Acheson replies he is out of order, ruling that delegates can only consider the pending motion by Sir Carl.



SOVIET CHALLENGE to Acheson ruling brings tensest moment of conference. Stefan Wierblowski, Gromyko's gray-haired Polish puppet, is given five minutes to speak against the ruling, refuses to quit

even after Britain's Kenneth Younger is recognized. Younger waits for Wierblowski to leave, but the Pole keeps arguing as Acheson patiently repeats, "Your time has expired. Will you please take your seat."



RELUCTANT RETREAT by Wierblowski enables Younger to speak in defense of Acheson's ruling. It was vital to get early vote on rules of procedure. Without tight rules Reds could bog meeting.



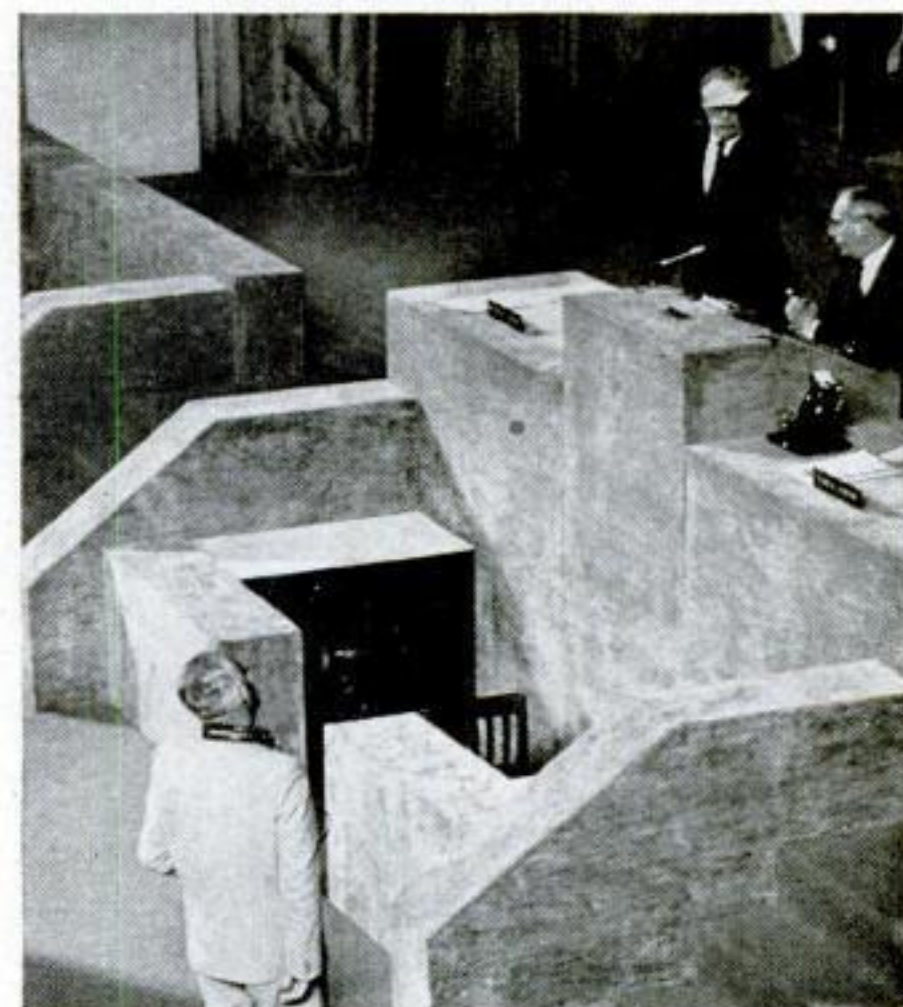
FRONT SEAT AT CONFERENCE LOOK DOWN ON CZECH DELEGATE GERTRUDE SEKANINOVA, WHO IS SPEAKING. SHE ALSO APPEARS ON MONITOR AT LOWER RIGHT



WORRIED GROMYKO bites his nails as he huddles with his chief adviser, S. A. Golunsky. By this time Gromyko must have realized that he was bucking a determined and well-prepared Western bloc.



CRUCIAL SUPPORT for West comes as Ceylon's J. R. Jayewardene protests against Soviet assumption of a "protector" role in Asia, adds that the eight Asian nations present would speak for themselves.



PERSISTENT POLE returns to protest that he has been gagged, as secretary general counts votes confirming Acheson's ruling. Reds were blocked for good when rules of procedure were adopted, 48 to 3.



IT'S ALL IN THE WAY A MAP IS RED

A matter of maps created two diplomatic incidents at San Francisco. On the last night John Foster Dulles, unfurling a map of Japan, uncovered one of the "jokers" concealed in Soviet treaty amendments. Under one of them, only warships of nations bordering the Japanese straits would have access to them—a provision which would open these waters to the Red fleet but bar other nations. Earlier the Russians had another unpleasant experience with maps when Congressman O. K. Armstrong (R. Mo.), not a member of the U.S. delegation, asked him if he would like a map of Russia. "I'd be delighted," said Gromyko, but when he studied the map (below), he quickly dropped it. It was a map of the U.S.S.R. positively freckled with red hammer and sickles marking Russia's slave labor camps.



HOW THE PEACE WAS MADE:

The chief architect of the Japanese peace treaty was Mr. John Foster Dulles, Republican adviser to the State Department. His experience with peace-making began in 1919 when he went to Versailles as a member of the American delegation to help write a very different kind of treaty. Last week in San Francisco the clearest and most revealing report on how the treaty came to be and what it means was delivered by Mr. Dulles himself in a remarkable speech from which LIFE here presents pertinent excerpts.

THE treaty before us is a step toward breaking the vicious cycle of war—victory—peace—war. The nations will here make a peace of justice, not a peace of vengeance. True peace is possible because of what has been accomplished by six years of Allied occupation. There has come freedom of speech, of religion, of thought; and respect for fundamental human rights. There has been established, by the will of the people, a peacefully inclined and responsible government, which we are happy to welcome here. . . . For this treaty we are deeply indebted to the man who led the Allied Powers to victory in the Pacific. The present generation and generations to come owe much to General MacArthur.

In framing the peace the United States has taken an initiative. That was plainly our duty [under the Potsdam terms]. We first moved in this matter four years ago. In 1947 the U.S. proposed a preliminary conference; that proposal was blocked by the insistence of the Soviet Union that the treaty could only be considered by the Council of Foreign Ministers where the Soviet Union would have veto power.

Last year the U.S. decided to abandon the conference method and to seek peace through diplomatic processes. We found complete agreement to the urgency of prompt peace. So, in January of this year, the U.S. undertook to make the first draft, which would translate the agreed principles into [a] treaty. That draft was circulated last March and was subjected to intensive study by over 20 countries. Meanwhile the United Kingdom produced a text of its own; then in June, the U.S. and the United Kingdom jointly drafted a text to reconcile and reflect still more fully the different views. This text was circulated to Allied Powers during the first half of July and was kept open for changes until mid-August. Throughout this period the Soviet Union took an active, though reluctant, part. We had several conferences with Yakov Malik and our governments have exchanged 10 memoranda and drafts.

Every nation which has constructively interested itself in the treaty can claim authorship of important parts of the present text. . . .

Sovereignty is restored to 80 millions

IN the preamble [of this peace treaty] Japan declares its intention to apply for membership in the U.N.; to conform to the principles of the charter; to adhere to the new ideals of human rights and freedoms which have become implanted in her constitution; and, in private trade and commerce, to conform to internationally accepted fair practices.

It may be asked why the treaty does not attempt to put the Japanese under legal compulsion in these respects. There are good reasons for not doing so. Japan, when it applies for membership in the United Nations, should do so because it *wants* to be a member, not because the Allies compelled it. Eighty million people cannot be compelled from without to respect the human rights and fundamental freedoms of their fellows. . . .

[The treaty] ends the state of war, with consequent recognition of the full sovereignty of the Japanese people. Let us note that the sovereignty recognized is the "sovereignty of the Japanese people."

What is the territory of Japanese sovereignty? The treaty [holds] that Japanese sovereignty should be limited to Honshu, Hokkaido, Kyushu, Shikoku and some minor islands.

Some Allied Powers suggested that [the treaty] specify precisely the ultimate disposition of each of the ex-Japanese territories. This, admittedly, would have been neater. But it would have raised questions to which there are now no agreed answers. We had either to give Japan peace on the Potsdam surrender terms or deny peace to Japan while the Allies quarrel about what shall be done with what Japan is prepared, and required, to give up. Clearly the wise course was to proceed now, so far as Japan is concerned, leaving the future to resolve doubts by invoking international solvents other than this treaty.

The Ryukyus and other islands to the south and southeast of Japan since the surrender have been under the sole administration of the U.S. Several of the Allied Powers urged that Japan renounce its sovereignty over these islands in favor of [the] U.S. Others suggested that these islands should be restored completely to Japan. In the face of this division, the U.S. felt that it was best to permit Japan to retain residual sovereignty,

A REVEALING REPORT BY THE ARCHITECT OF THE TREATY

while bringing these islands into the U.N. trusteeship system, with the U.S. as administering authority

[The treaty] deals with security, a problem which has not been, and never is, automatically solved by victory. We hope that Japan will promptly become a member of the U.N. If this were certain, [such assurances] would be unnecessary. But, in the past, veto power has been used to block the admission of nations qualified for membership. So it is prudent to write into the treaty that Japan will settle its international disputes by peaceful means and will give the U.N. every assistance. . . .

In order, however, that this treaty does not deprive Japan of the right of self-defense, [it] contains a recognition that Japan as a sovereign nation possesses "the inherent right of individual or collective self-defense." Japan may enter into collective security arrangements, and these might, in part, be implemented by Allied elements which were in Japan when the treaty came into force. Accordingly, it seemed useful to make it clear that these elements would not have to be removed from Japan before they could serve as security forces. This would be a burdensome requirement and risky, for it would for a time leave Japan defenseless, in close proximity to aggressors possessed of great military strength. To avoid that danger occupation elements may stay on for Japan's defense. . . .

It has been suggested that the treaty ought to deny to Japan "the inherent right of collective self-defense" and permit only a token right of "individual self-defense."

That kind of a peace, in this present kind of a world, would be a fraud. An undefended and indefensible Japan would be so subject to the menace of surrounding power that Japan would not in fact be able to lead an independent existence. It has been suggested that a collective security arrangement with the U.S. would not be a free act or what the Japanese people really want.

That suggestion will not command credence here. Nearly two thirds of the delegations here are from countries which either have, or are about to have, collective security arrangements which include the U.S. These delegations will assume that the Japanese are like their own people in wanting the collective security which may deter aggression.

When I was in Japan last February . . . I then said publicly that Japan,

if it wished, could share collective protection against direct aggression. In order, however, to make perfectly clear our government's position, I had this to say: "That, however, is not a choice which the U.S. is going to impose upon Japan. It is an invitation. The U.S. is not interested in slavish conduct. . . . We are concerned only with the brave and the free. The choice must be Japan's own choice."

. . . Security in the Pacific area is being developed on a *collective* basis which . . . enables each nation to get security without making itself into what could be an offensive threat. That is one way to approach the problem. The other way is to prohibit collective security and to follow the policy of "let each country defend itself from aggressors as it likes or as best it can." That latter way, Generalissimo Stalin said, addressing his party on March 10, 1939, means "conniving at aggression."

Security from armed aggression is a *negative* asset. Our dedication is to the *positive* side of national life and of individual life We are not ashamed of the fact that it was under the Occupation that the Japanese people adopted a constitution forever barring war as an instrument of their national policy. If today we are compelled to think in terms of a treaty which will enable Japan to protect its sovereignty and independence, it is not because we seek a remilitarized Japan but because social and economic progress cannot be achieved in the cold climate of fear.

[In connection] with trade and commerce . . . the words add up to this: Japan is not subjected to any permanent discriminations and disabilities, her economy is unrestricted and no limitations whatever are placed upon her right to trade with each and every country. . . .

How Japan will make reparations

REPARATIONS is usually the most controversial aspect of peacemaking. The present peace is no exception. There are claims both vast and just; one hundred thousand million dollars would be a modest estimate of the whole. . . . To meet these claims there stands a Japan . . . unable to produce the food its people need to live, or the raw materials they need to work. Since the surrender, Japan has been two billion dollars short of the money required to pay for the food and raw materials she had to import for survival. The U.S. has made good that two-billion-dollar deficit as one of our Occupation responsibilities. But the U.S. is entitled to look forward to Japan's becoming economically self-sustaining, so as to end dependence on us.

Under these circumstances if the treaty kept alive monetary reparations against Japan, her ordinary commercial credit would vanish, her people would sink into a misery of body and spirit which would make them an easy prey to exploitation. Totalitarian demagogues would surely rise up to promise relief through renewed aggression with the help of those nearby who, as we have seen in Korea, are already disposed to be aggressors. The old menace would appear in aggravated form.

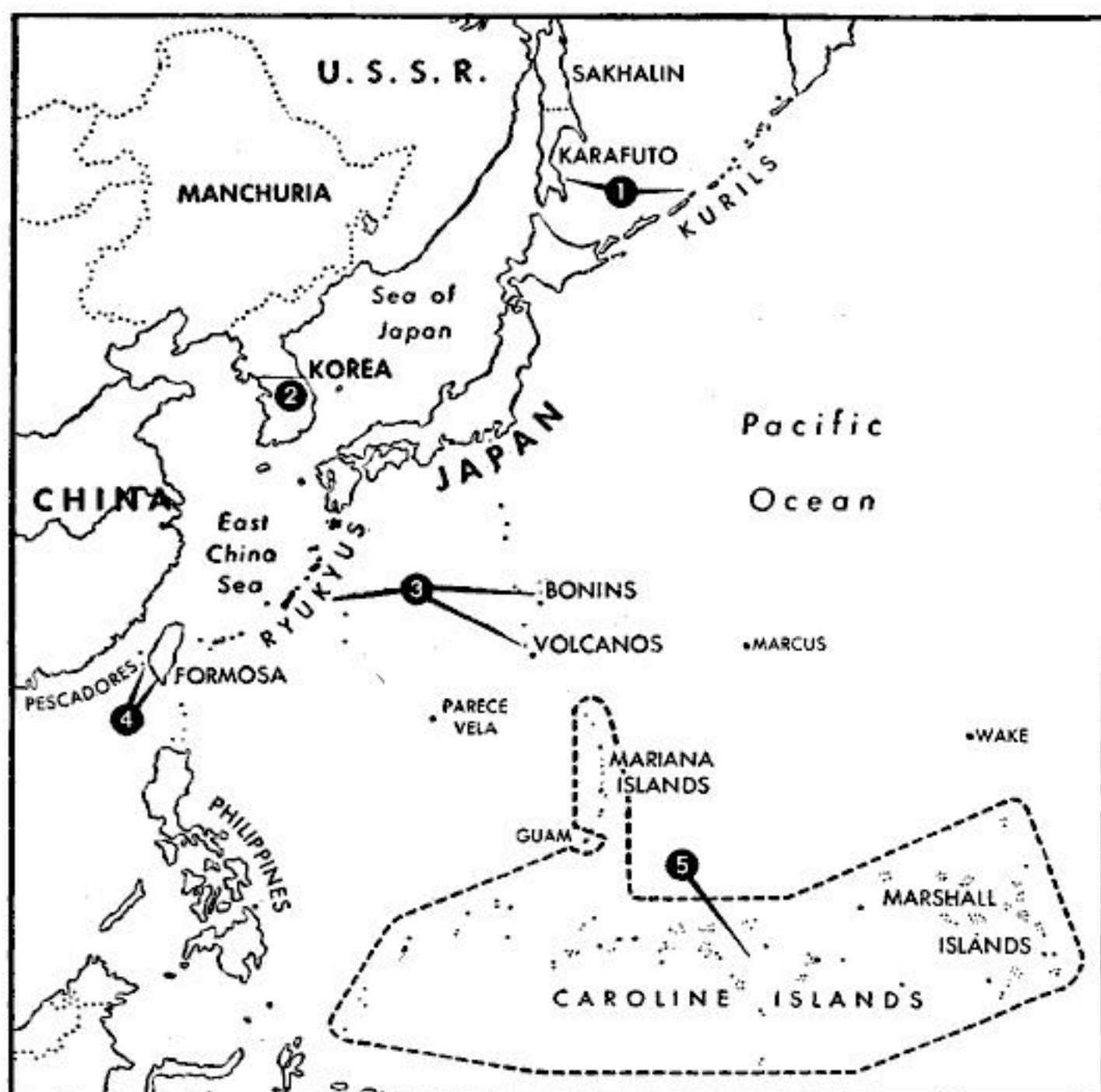
Such a treaty, while promoting unity among aggressors, would promote disunity among many Allied Powers. There would be bitter competition for the largest possible percentage of an illusory pot of gold. . . .

These conflicting considerations were fully discussed, until there emerged a solution which gives moral satisfaction to the claims of justice. The treaty recognizes that Japan *should* pay reparations to the Allied Powers. . . . If these war-devastated countries send to Japan the raw materials which many of them have in abundance, the Japanese could process them for the creditor countries and by these services, freely given, provide appreciable reparations.

The absence of China from this conference is a matter of deep regret. China suffered the longest and the deepest from Japanese aggression. Unhappily, civil war within China [has] created a situation such that there is not general international agreement upon a single Chinese voice. Some think that one government meets these tests. Some think another meets them. No majority can be found for any present action regarding China. Thus, the Allies were faced with hard choices.

They could defer any peace with Japan until they could agree that there was in China a government possessed of both legitimacy and authority. . . . As another approach, each Allied Power could refuse to sign a treaty unless a Chinese government of its choice was cosigner with it. That would leave Japan at war with so many Allied Powers that Japan would get only a small measure of the peace she has earned. The remaining choice was to proceed to conclude peace without any present Chinese cosignature, leaving China and Japan to make their own peace. . . .

Such are the main aspects of the treaty. . . . No one is completely satisfied. But it is a good treaty. It does not contain the seeds of another war. It is truly a treaty of peace.



WHAT JAPAN LOSES by the San Francisco treaty terms is shown in this map of its prewar island empire: 1) Karafuto (southern Sakhalin) and the Kurils—now held by Russia, ultimate sovereignty unspecified; 2) Korea and its off-shore islands; 3) Ryukyu (including Okinawa), Bonin and Volcano groups, Parece Vela and Marcus Islands—nominal sovereignty to remain with Japan during U.S. occupation, the islands being subject to later transfer to U.N. trusteeship under U.S. administration; 4) Formosa and the Pescadores—now held by Nationalist China, ultimate disposition unspecified; 5) Marianas, Carolines and Marshalls—to remain in U.N. trusteeship (created in 1947) under U.S. Not shown are Spratly Island and Paracel group in South China Sea, whose future status is unspecified.

BEHIND-SCENES CONFERENCES WERE ENDLESS



GETTING THE WORD from Acheson and Dulles, Assistant Secretary of State for Far Eastern Affairs Dean Rusk takes part in a top echelon, into-the-night conference, which was one of a continuing series that took place between the sessions.



GIVING THE WORD, Assistant Secretary Rusk meets at midnight with the American delegation's second echelon. Left to right are: Rusk; DOS Counselor Charles Bohlen; Adviser for Japan William Sebald; Dulles' deputy, John Allison.

PARTIES WERE FEW AND MOSTLY INFORMAL



THE CITY SEAL was reproduced in sugar pastry 250 times by Palace Hotel chefs for San Francisco's banquet for the delegates, biggest conference affair.



SMALL LUNCHEONS, like this with (from left) Mrs. Dulles, Senate wives Mrs. H. Alexander Smith and Mrs. John Sparkman, took place of big parties.



GARDEN TOUR preceded a rather large luncheon given for delegates' wives by fashionable Mrs. William Roth at her famous Peninsula estate, Filoli.

NAME HUNTERS FOUND BIG AND SMALL GAME



A YOUNG AMERICAN, Louis Jensen, 3, a National Guard mascot, salutes his commander in chief as President Truman leaves for the opening session.



DIGNIFIED PAKISTANI, Sir Mohammad Zafrulla Khan, gives signature to Robin Mack, 13, who reaped autograph harvest outside Acheson's office.



BASKING BRITON Kenneth Younger, who headed his country's group, seemed pleased at way things were going as he sunned himself outside Opera House.

THE PUBLIC WAITED PATIENTLY TO GET IN



A LONG LINE of would-be spectators wound down and up a corridor in the Civic Auditorium, waiting for distribution of tickets to the opening session to begin. By the time a Department of State official began handing them out at 9 a.m.

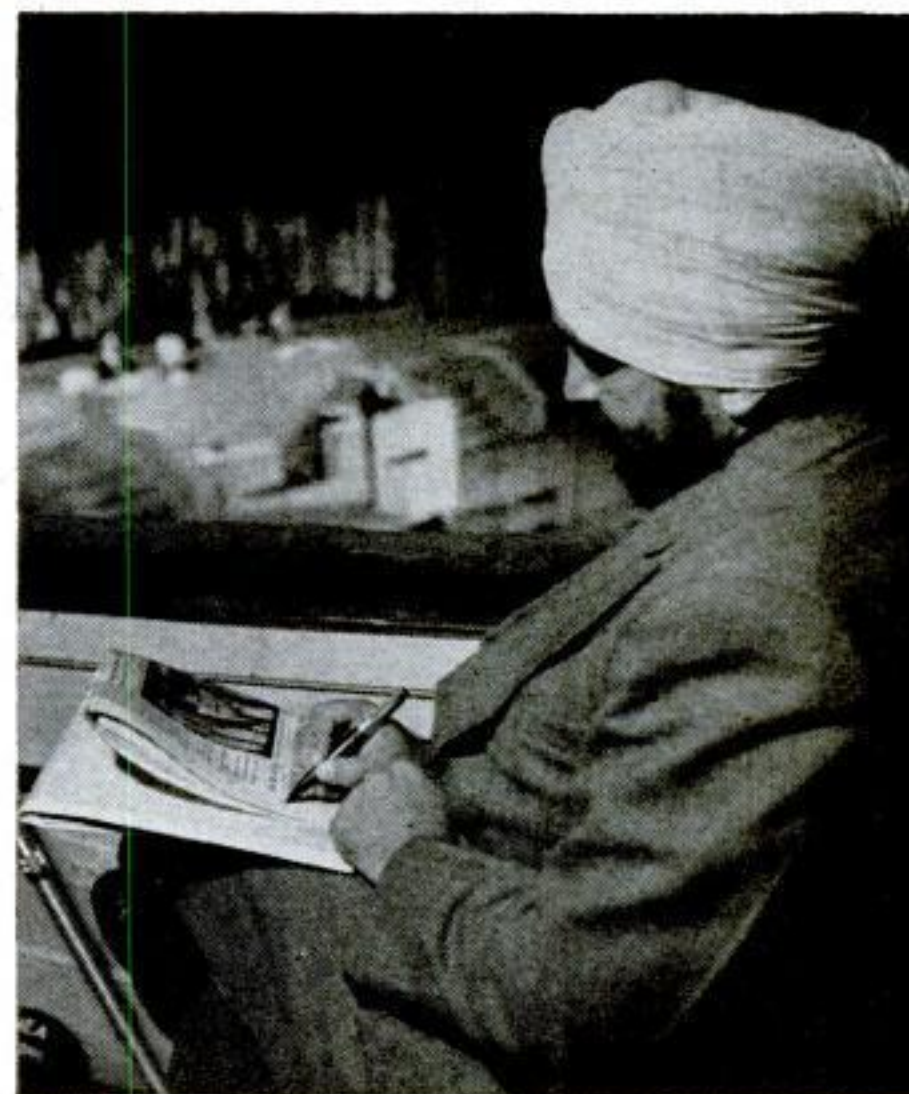
nearly 500 persons were lined up, hoping to get some of the 300 available tickets. One 64-year-old man had stood patiently in line since midnight. Many were ex-service people or Underground fighters who felt they had a stake in this peace.



STOLID RUSSIAN, Andrei Gromyko, signs his autograph for a spectator who broke from the general audience to get it while still wearing his earphones.



SMILING JAPANESE, Kay Ohgita chauffeured his delegation, snapped newsmen as often as they photographed him, which, with his face, was often.



REGRETFUL INDIAN, Captain Arant Singh, a newspaper publisher in India and an unofficial observer, was sorry his country was not represented.



OUT AGAIN, IN AGAIN Gromyko staged his odd walkout (*above*) after Acheson had bested him in a debate over procedure. He strode out, preceded by a cohort, S. A. Golunsky. He smoked a cigaret, re-

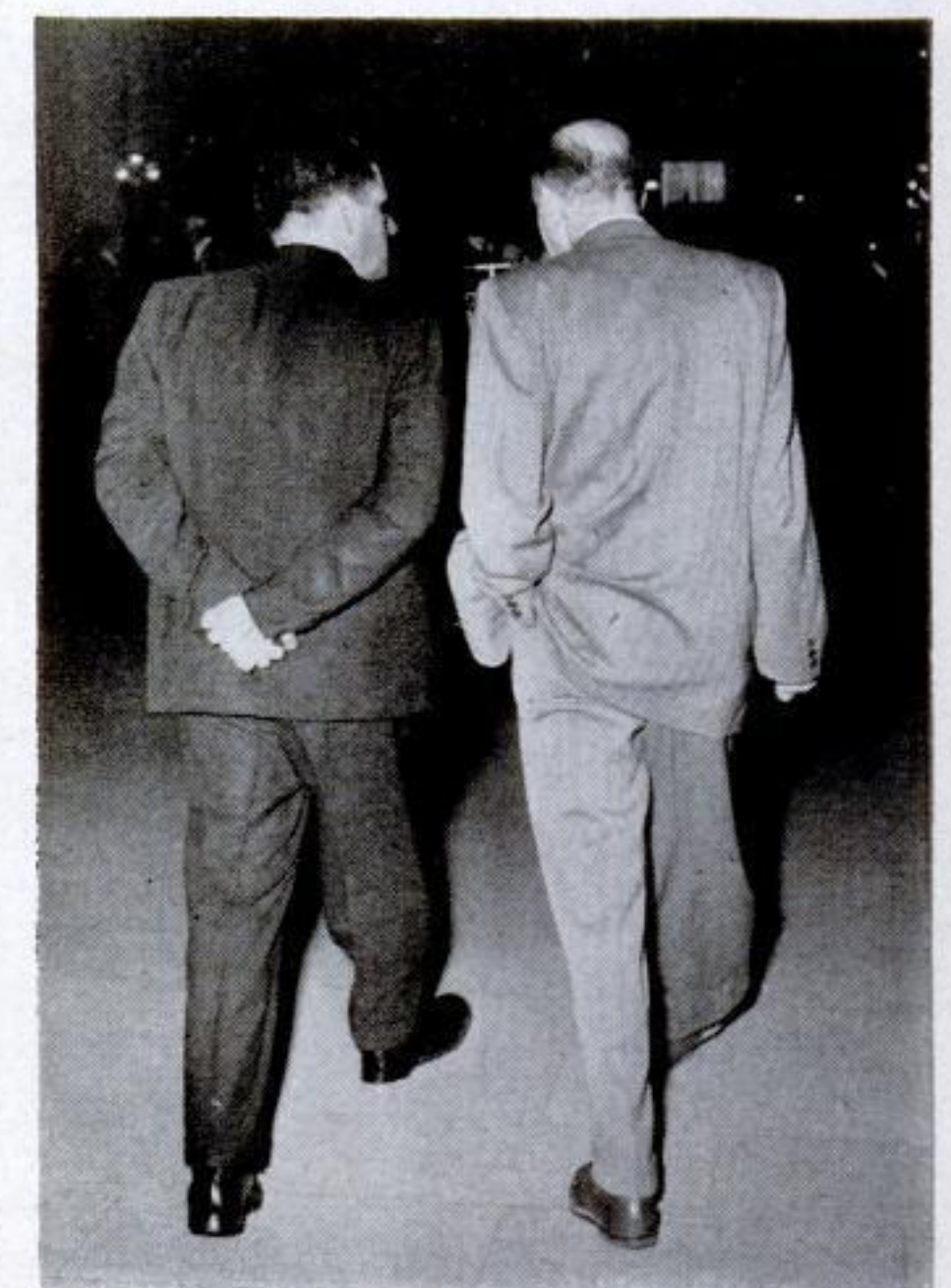
proved the Czech delegate who had loyally followed him out and then walked back in (*below*). Observers asked: had a signal got crossed? Had he just lost and regained his temper? Or was he just playing a joke?



LIMOUSINE FLEET, mostly rented, sped Russian delegates from Uplands (*above*) to Opera House.

A. GROMYKO'S LOT IS NOT A HAPPY ONE

His associates reported that Andrei Gromyko "worked all the time." Certainly he made the fewest possible social appearances, did the least entertaining. He took all his meals at Uplands, the rundown mansion which the Russians had rented (*LIFE*, Sept. 10), commuting to it (30 minutes) by police-accompanied Cadillac. No other delegates, not even the satellite heads of the Polish or Czech delegations, were invited there, although the police who guarded it were asked in one morning for breakfast. Gromyko went to only one party (the Truman reception), had one lone companion for his daily constitutional (*opposite*). He gave his famous walkout technique one brief try at most (*left*) and held only one press conference—to announce that the Reds were "disassociating" themselves from the treaty. But here reporters, suspecting he was trying to lure them from the treaty-signing, turned the tables and walked out on Gromyko.



IN PERFECT STEP with each other, Gromyko and Compatriot Golunsky take stroll at recess time.



GROMYKO AND AIDE WALK
IN THE LONELY GRANDEUR
OF THEIR RENTED ESTATE

FOOTBALL IS A FARCE

CONGRESS AND CULTURE

Our Congress has made up its mind to knock out the 20% admissions tax on tickets to the opera and symphonies. Since these are non-profit enterprises, community-supported and dedicated in the finest sense to culture—and since tax relief means the difference between life and death for many of them—we think this is just about the finest thing Congress has done this past week.

CONGRESS AND THE BOOKIES

Congress is also about to create one of the queerest taxes on record. The victim: the bookmaker, or betting commissioner, whose illegal prosperity was so vividly described by the Kefauver Committee. The tax: 10% of all bets he takes, which in gambling terms is quite a bite.

The strange thing is that the Kefauver Committee regarded the bookmaker as a very odious type of citizen and went to great trouble to point out his connections with the underworld and political graft. The congressional tax experts, however, seem to think of him as a mighty handy fellow to have around in times like this—and speak enthusiastically of the \$400 million they expect their new tax to raise.

The Treasury, taking a still different attitude, can think only of the trouble it is going to have collecting the tax at all. It so happens that the U.S. has a lot more bookmakers than tax collectors, and the bookmakers, who are almost never seen or suspected by local law enforcement officials, seem to have many of the attributes of the Invisible Man.

It just goes to show what a difficult problem gambling is for the lawmakers, especially in view of the lawmakers' own varied motives. At this juncture nobody knows whether the new tax will put the bookmaker out of business or give him a new respectability—or just give him another laugh.

The young men and women are going back to college, which means that the silly season is just about upon us. In fact the football players have been on the campus for quite some time preparing for the 1951 edition of the annual fraud. Gathered at great pain and expense from the best high school teams, in some cases fattened up by a year of postgraduate leisure at some prep school while gaining height, weight and maturity, they have been earning their pay by doing push-ups and having a go at the tackling dummies. This week, or next, they will start putting on their show.

Just what entertainment value the show has is doubtful. The coaches, in their greed to win games and keep earning better money than the philosophy professors, have invented the rule of unlimited substitutions and the two-platoon system, which means that the squads move in and out so fast that it is impossible to follow the players even *with* a program. They have also invented the T-formation, which gets rid of the football. (It is there, all right, but no mere spectator is permitted to see it.) Nobody but the coaches can make heads or tails of the game. All the pleasure is gone from watching and the only possible explanation for today's spectators is that they go out of habit.

Yet many of the colleges still seem to consider football their No. 1 contribution to the U.S. One might have thought, after the basketball fix scandals of last winter and the West Point cribbing scandal of the summer, that the colleges would have learned their lesson—and that athletics would be coming in for a little healthy de-emphasis. But right now the only real argument in academic circles is over the television rights. If anything, football is going to be bigger and more expensive than ever this fall.

What were the lessons of the past year's scandals? For all the pious moralizing that has gone on, the lessons are very plain and not very pretty.

The basketball scandal openly involved six colleges and 28 of the pituitary cases that the colleges have sought out so assiduously in recent years for the sole purpose of lifting the ball over the heads of opposing players and into the basket. It also involved many other teams and players whose names have never been published because prosecuting attorneys preferred to ignore the facts rather than wound local pride. Since the scandal was so widespread, it is hardly logical to attribute it to special conditions in any particular city or school.

It simply proves that the average young man who is being bribed by a college to go out and win games sees very little difference in being bribed by somebody else to go out and fix the games. It also proves that at least a number of college coaches have been much less competent or much more callous than their salaries and speeches would indicate. A coach whose players are "dumping" one game after another, but who then pleads tearful surprise when the policemen tell him the sad news, must have been either very stupid or very busy looking the other way.

The meaning of the West Point scandal has unfortunately been lost in the fog of discus-

sion as to whether any young man can be expected to stay honest under an examination system which makes it so easy to cheat. The truth is that just about every American college with a big-league football team is itself guilty of cheating on the grades of football players. In some cases snap courses like basket weaving or bait casting are available for players who are not bright enough—or are too busy and weary—to pass anything else. In other cases the professors give the players a passing grade without looking at their examination papers.

This has been going on for years; every college administrator knows it; every student knows it, and the West Point players knew it too.

If the players at College X can get a B.A. for catching fish, and the players at College Y can get a B.A. for winking at the professor, why should the West Point players feel unduly squeamish? Especially since they were invited to West Point not primarily for their brains and not for their promise as officers or gentlemen or leaders in war but for the express purpose of beating the hell out of other football players?

By the jungle code of college football it was the Military Academy that pulled the double-cross. The players, as the team record shows, lived up to their part of the contract. The Military Academy, by suddenly applying the same rules to athletes as to non-athletes, did not—and from now on the athletes are going to give it a wide berth.

The real question here is: Why do we have colleges, why do we spend close to three billion dollars a year on them, and why are we trusting 2,225,000 of our brightest young people to their tender mercies this year? Certainly not to give us an autumn substitute for professional baseball. What we really want is that old American goal of a genuine education for everyone who is capable of absorbing it.

We look to the college teachers—and especially the college presidents—for firm and impartial guidance along the road to culture and morality. We go to college and send our children to college in greater numbers than ever before in any nation in history. We put a lot of faith in our colleges, and we deserve to have it justified.

A college president who is sorting out his contracts for high school football prospects with one hand, and selling tickets to the stadium with the other, can never keep our faith. For that sort of thing we can find men like the late Tex Rickard, or the promoter of the roller derby.

Of course the college president will say that he doesn't really sell the tickets—that in fact he has nothing whatever to do with football. Maybe not, Mr. President, but someone is certainly committing the crime in your name. In fact your football team is violating all the ethics that you are trying to teach in your classrooms. Whether you are an active con- niver in this fraud or just the victim of a camel under the tent you appear equally guilty to any casual bystander.

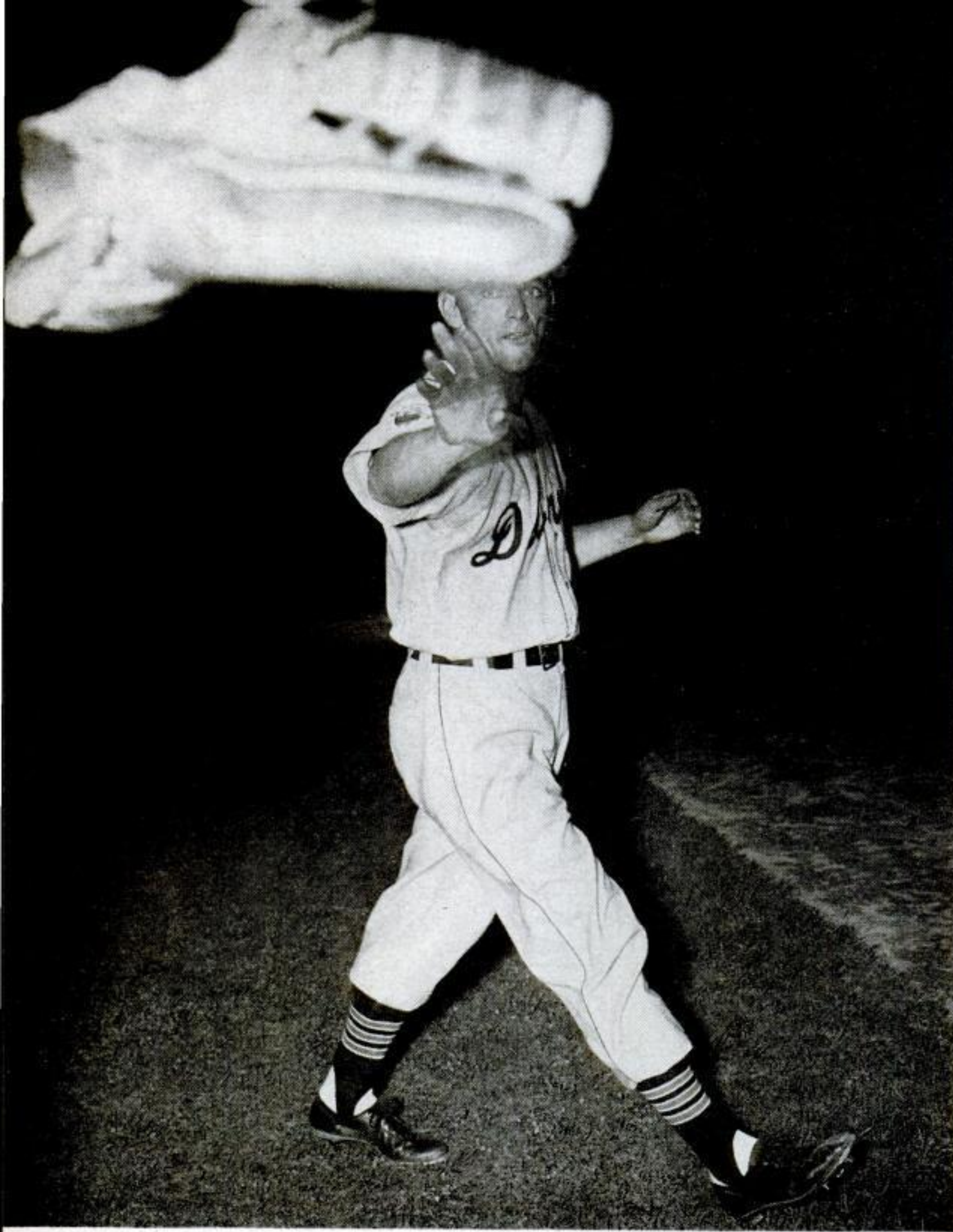
Better forget about those stadium bonds and start worrying about your real franchise in American life.

PICTURE
OF THE WEEK



**WOULD-BE SUICIDE
PLUNGES OFF ROOF**

In a New Orleans hospital last week a mental patient broke free, climbed up a pillar and got to the roof. There, for an hour, he did handstands, balanced precariously on the edge two and a half stories up, took off his clothes, threw pieces of slate down at the crowd below and avoided attempts to catch him. Finally, after a wild rooftop chase, two policemen hemmed him in. The patient stood at the edge for a moment, stark naked. Then he dived off head first—into a fire net, where he landed with slight neck injuries.



TEMPER, TEMPER ON THE DIAMOND

In Cleveland, Detroit Pitcher Marlin Stuart ran into trouble—a double, single, home run, walk. As Photographer Bill Nehez knelt to take Stuart going to the showers, the resentful right-hander made a last pitch. That wasn't so good either: the glove missed the camera and hit Nehez' nose.



BABY BLOCKADE ON THE AUTOBAHN

At the Helmstedt checkpoint on the autobahn to Berlin, hundreds of West German trucks, buses and cars jammed up into a three-mile line. They had suddenly encountered a new Communist nuisance—a tax of \$1.90 to \$36. The Reds insisted autos pay before crossing into East Germany. To pay the tax drivers had to exchange their West marks into East marks at an unfavorable rate of exchange. While motorists argued with collectors, truckers called their bosses for instructions and everybody searched through wallets, the waiting line built up. By week's end the baby blockade was not too bad, but drivers still grumbled and cars still moved slowly.

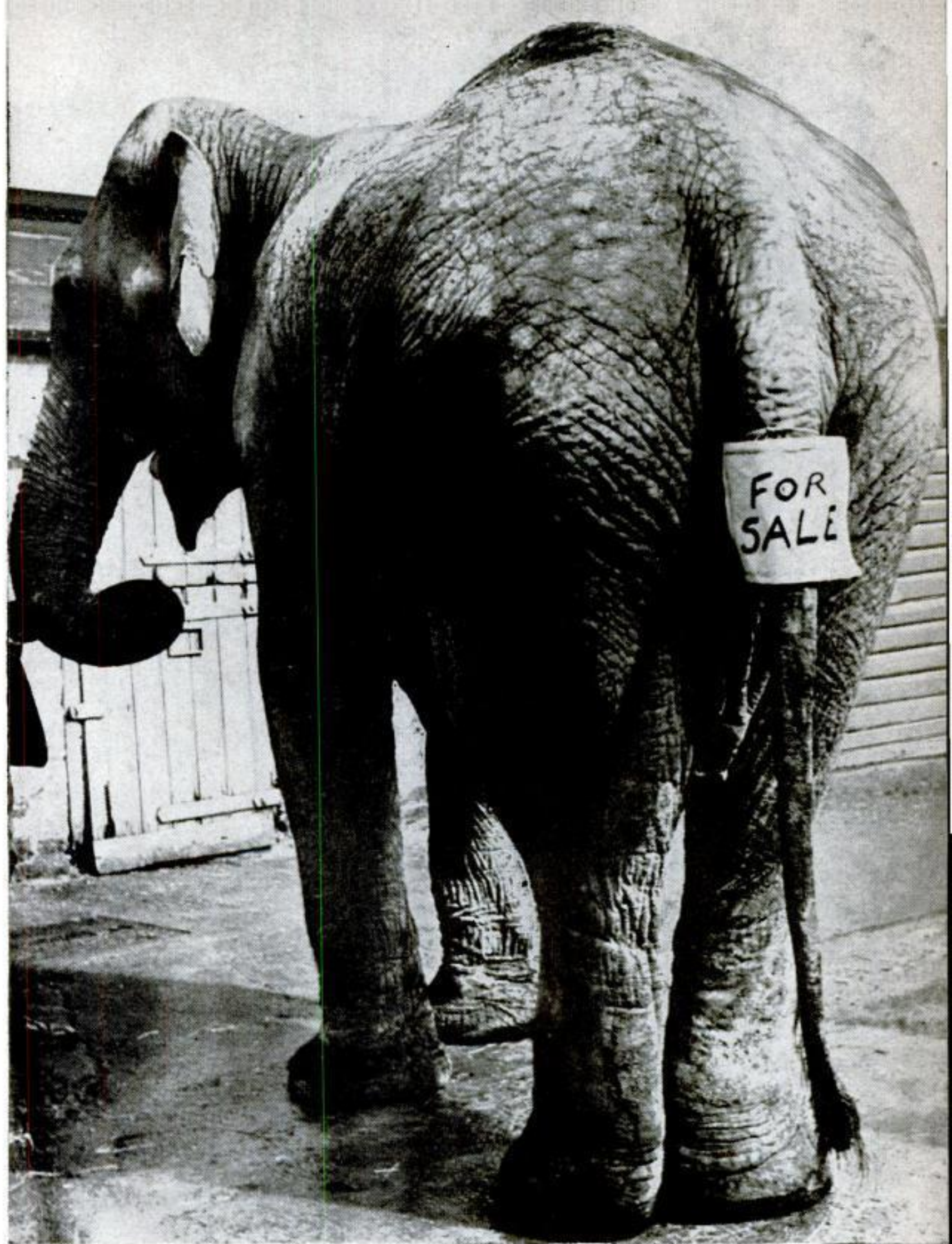
ELECTROCUTED CATTLE LIE

Near San Antonio, Texas a 2,000-volt power line snapped and fell on a pasture fence. Grazing innocently near the charged barbed wire, cattle



STRETCHED ALONG A FENCE

came up one by one, touched it and were electrocuted. Two bulls, 22 cows died, leaving 14 orphaned calves to be bottle-fed by disconsolate owners.



FOUR-TON MARGARET ON THE BLOCK

At the Chessington Zoo in Surrey, England age caught up with Margaret. Although at 20 she is still in her prime and is not troublesome, the zoo feels that it must have elephants of younger vintage. So, waiting for a bidder to come along, Margaret walks around with this indignity on her tail.



REPORTERS CROSSING THE IMJIN

On the Communist side of the Imjin River in Korea a flash flood caught a small group of U.N. correspondents who had been to Kaesong to witness an exchange of messages between the Communists and the U.N. negotiators. The reporters took to a wooden assault boat and, with their ponchos billowing in the wind, made their way across the Imjin, looking like Washington's Continentals crossing the Delaware. There seemed to be little point in their going to all that trouble because there was little to report from Kaesong. The negotiations had been stalled since Aug. 23 and General Ridgway was demanding the talks be transferred to another location.



POLICE CAPTAIN LODOVICO STEPS FORWARD TO ESCORT MISS TENNESSEE (CENTER) AND MISS INDIANA, CONTEST RUNNER-UP, SAFELY FROM THE PLATFORM



INDISPENSABLE TO MISS AMERICA

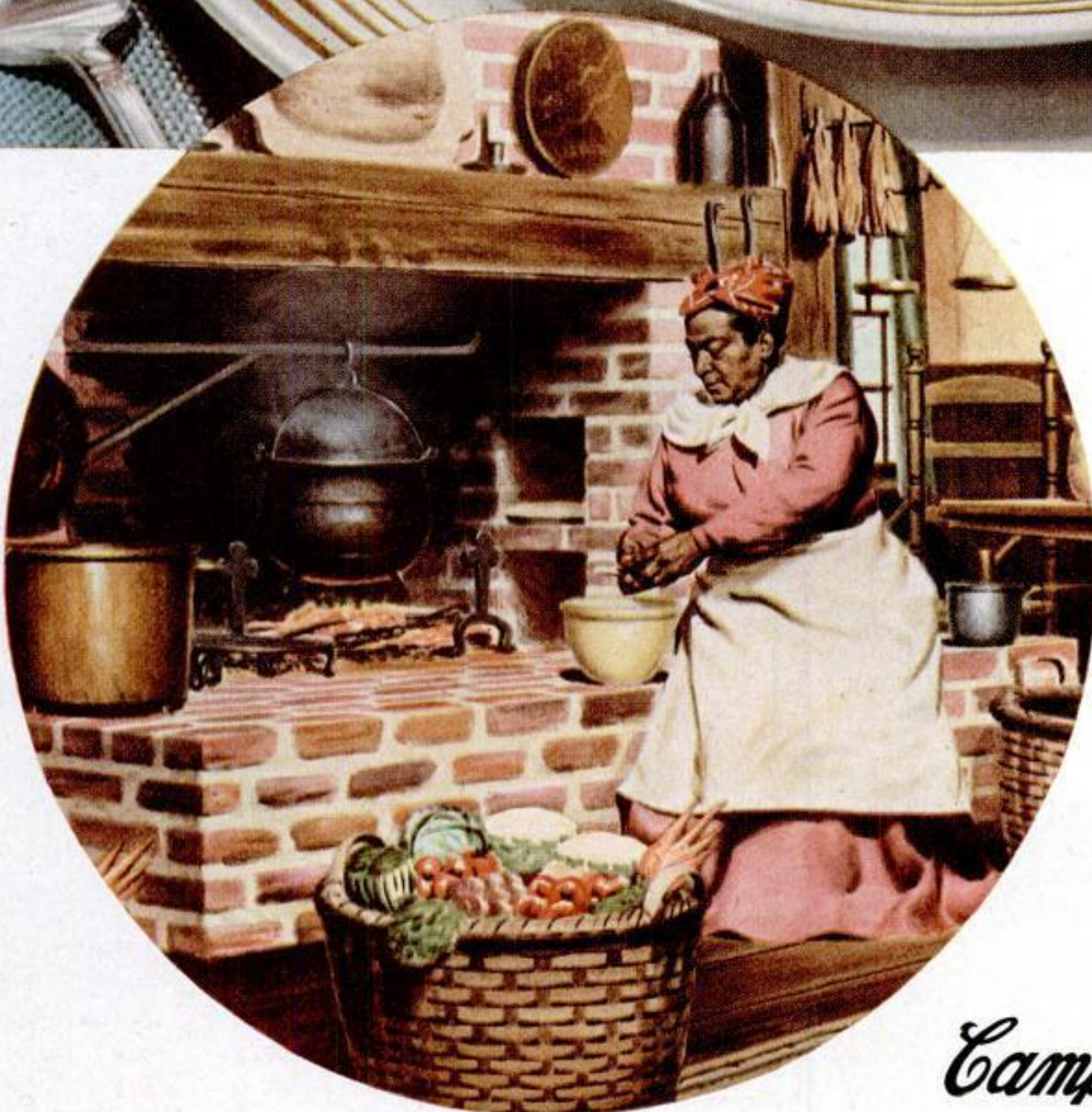
Suspension of indicted police captain is postponed for pageant

For a brief spell last week it looked as though the Miss America contest actually would have to go on without one of its invaluable friends, Police Captain Joseph J. Lodovico. It was the 25th contest, and Lodovico had been on hand faithfully through the years, serving as unofficial "uncle" to the young ladies. So when the county grand jury investigating gambling indicted him, Atlantic City's public safety direc-

tor rushed to the pageant's rescue. "In the public interest," he announced, he would delay the indicted captain's suspension until after the contest. This made Lodovico almost as happy as Utah's blue-eyed 25-year-old Colleen Kay Hutchins (*left*) when it was announced she had just the qualifications to fill the role of this year's Miss America. She was the tallest contestant (5 feet 10 inches) and the heaviest (143 pounds).

← THE WINNER AND NEW MISS AMERICA: UTAH'S COLLEEN KAY HUTCHINS

A TRADITION IN
OLD
NEW ORLEANS



**A TREAT FOR YOU
 TONIGHT !
 CHICKEN GUMBO SOUP**

One taste of Campbell's Chicken Gumbo Soup, and you'll know why the Creole recipes of Old New Orleans are so famous.

For here is an excitingly *different* soup. Plump and tender chickens are gently simmered to make its good, rich, golden broth. Then come green okra; bright red-ripe tomatoes; white, fluffy rice . . . and the delicate magic of savory herbs and spices. And *pieces* of chicken, too, are added with a generous hand, including of course the very choicest white meat.

Tonight, wherever you are, you can enjoy this exciting Campbell's Soup with your family. The chances are it'll become a favorite at your house, too. Get some today.

Campbell's **CHICKEN GUMBO SOUP**

Lightweight



At Your Grocer's Now!
PILLSBURY'S 3rd ANNUAL
Pancake and Syrup Sale



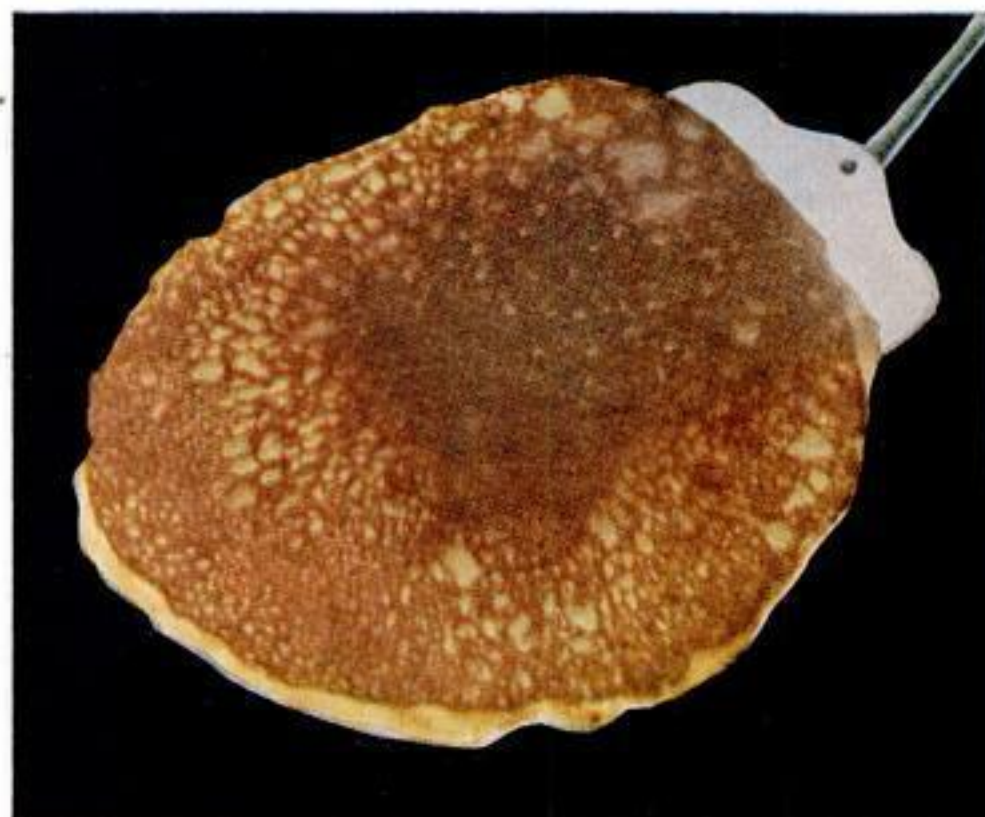
Champ

of the pancake world

Pillsbury's high place in the pancake world is due to just this:

People (Pillsbury found out) like pancakes all right, but they wanted them *lighter*.

Pillsbury (ever alert to what people want) made 'em lighter. It's as simple as that.



Another angle on lighter pancakes—In making pictures for ads like these our photographer decided to carry on a little experiment on his own. This is how a Pillsbury pancake (made exactly to the recipe on the package) looks on a spatula when held up to a strong light. (Note dark shadow of spatula under pancake.) See for yourself how fluffy, lacy and light a Pillsbury pancake really is.



Pillsbury *for lighter pancakes*

P. S. Pillsbury buckwheats are lighter, too. Milk is all you add to either one. That's all.



**Stack 'em ...
Butter 'em ...
Syrup 'em!**



It's only grown
where spinach
grows best!



We pick Birds Eye Spinach
young—when it's tender
as can be!



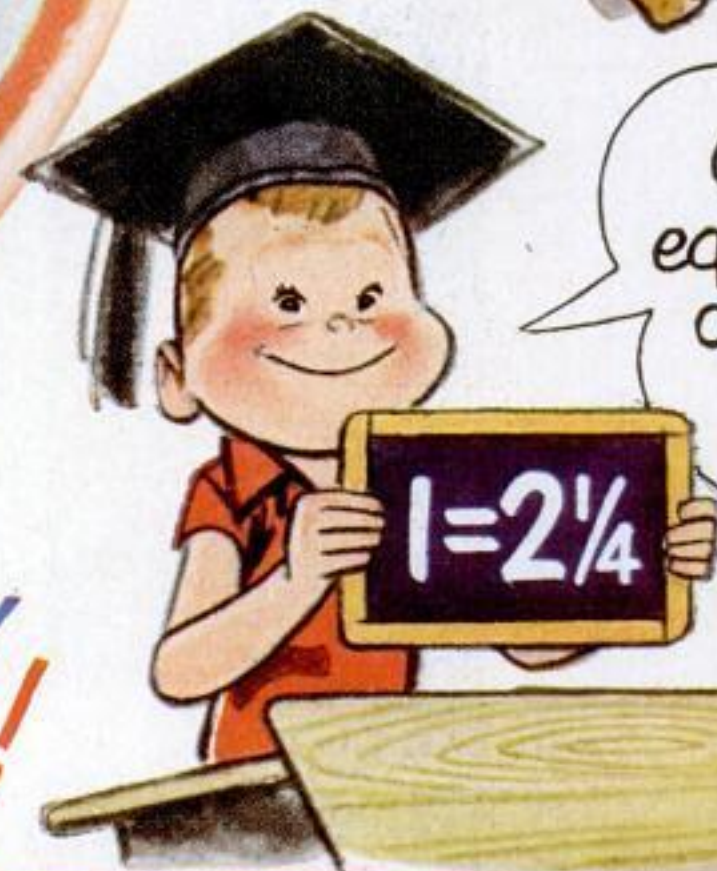
Every pound is
washed in gallons
of water, Ma'am!



We cut
out the
waste!



One box
equals 2 1/4 lbs.
of market
spinach!



It isn't just luck
that BIRDS EYE
vegetables outsell
the next most
popular brand
3 to 1
YOU KNOW THE REASON
THEY TASTE BETTER!

**Better Buy
BIRDS EYE!**



Products of General Foods

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WHAT ORANGE JUICE
TASTES BETTER
THAN JUST-SQUEEZED?



BIRDS EYE
—guaranteed the
best or money
back!



GET BIRDS EYE ORANGE JUICE, TOO!

PEOPLE



AN EXILED KING ENJOYS FAMILY LIFE IN HIS NEW HOME

In London, far from his native Bechuanaland, Seretse Khama, who had been forced from his tribal throne for marrying a white girl (LIFE,

April 3, 1950), posed proudly with his young uncrowned queen Ruth and their daughter Jacqueline, now 16 months old. The exiled African

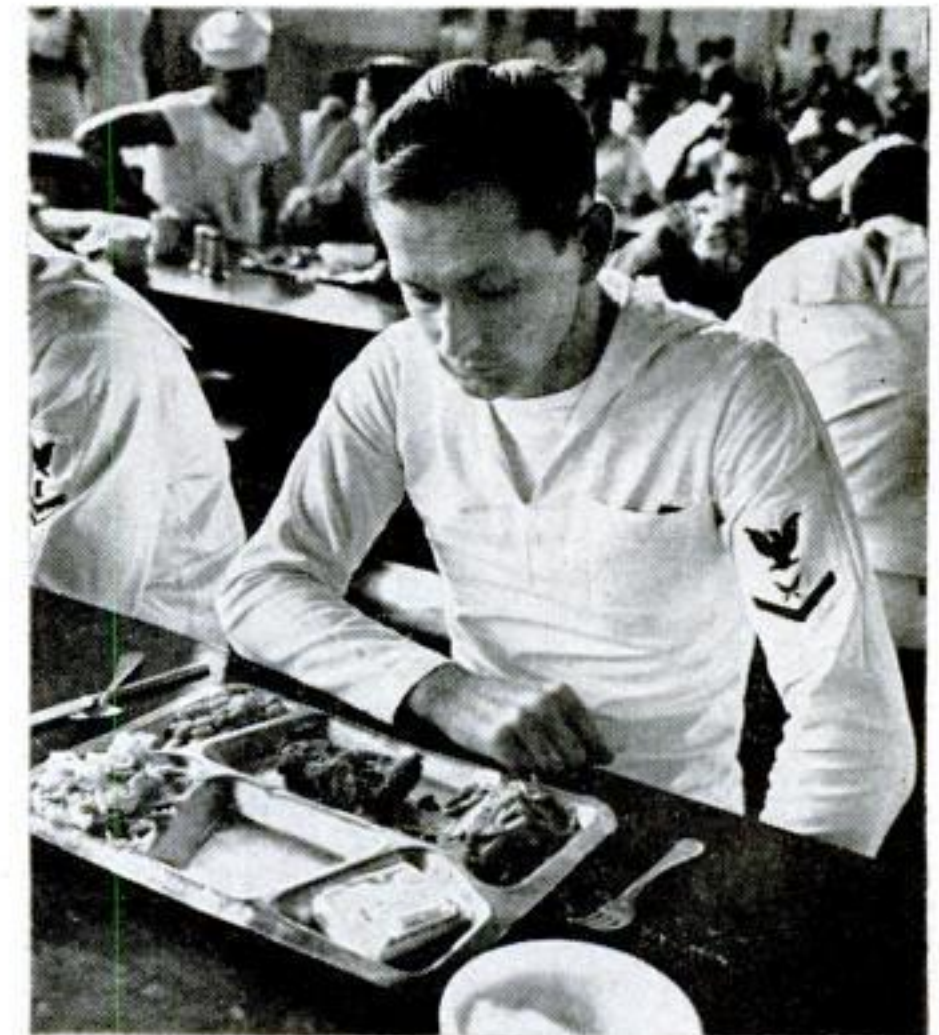
ruler, once again a law student, lives frugally in a furnished London flat on the \$2,800 allowance given him annually by the British government.



A WISHFUL GOD-KING GOES HOME

The epochal journey of Tibet's 16-year-old Dalai Lama to India's border (LIFE, April 23) last month went into reverse. Having wishfully decided he could get along with the Chinese Red

invaders, the god-king (*second from the right*), accompanied by his ever-worshipful advisers, went back to Lhasa, his capital, stopping off on the way to visit a Gyangtse monastery (*above*).



NOT QUITE LIKE HOME

Three times each day, ever since he was recalled to duty last May, Yeoman 3/c Bruce Hopping has marched into Building 502 at Bainbridge, Md. naval training center, stared moodily at his mess tray and eaten reluctantly from it. One Sunday afternoon, getting next to a mimeograph machine, he did something about the situation. Last week, for having distributed 100 handbills urging his mates to write Congress protesting the "substandard" food, Hopping faced a general court martial and, if convicted, 5½ years in the brig, and dishonorable discharge.



1. Linguistic Lou, interpreter and guide, agreed to steer Three V.I.P.'s from Europe who were on a visit here. He brought them to the Statler. "Can't go wrong on this," said Lou, "It's tops with all Americans, I'm sure you'll like it, too!"



2. "C'est magnifique!" the Frenchman said. "These morsels are divine! I never hoped, so far from France, on such a meal to dine." "Ah, *mon ami*," said Lou, "you're right—this Statler food is great. It's tasty and served piping hot—the best I ever ate."



3. "Wie geht's and did you sleep as well as I?" the German said. "Sure did," smiled Lou, "and how I hate to leave this Statler bed. Eight hundred thirty-seven springs in Statler mattress are . . . The reason why we *schlafen* so gut." His friend said, "Wunderbar."



4. "The *vino* once was stamped in tubs, but this tub's not for wine. So I will sit and soak and sing. *Amico*, this is fine!" "The water's always hot," said Lou, "the soap is stacked in rows, And note the piles of towels so white—as white as alpine snows."

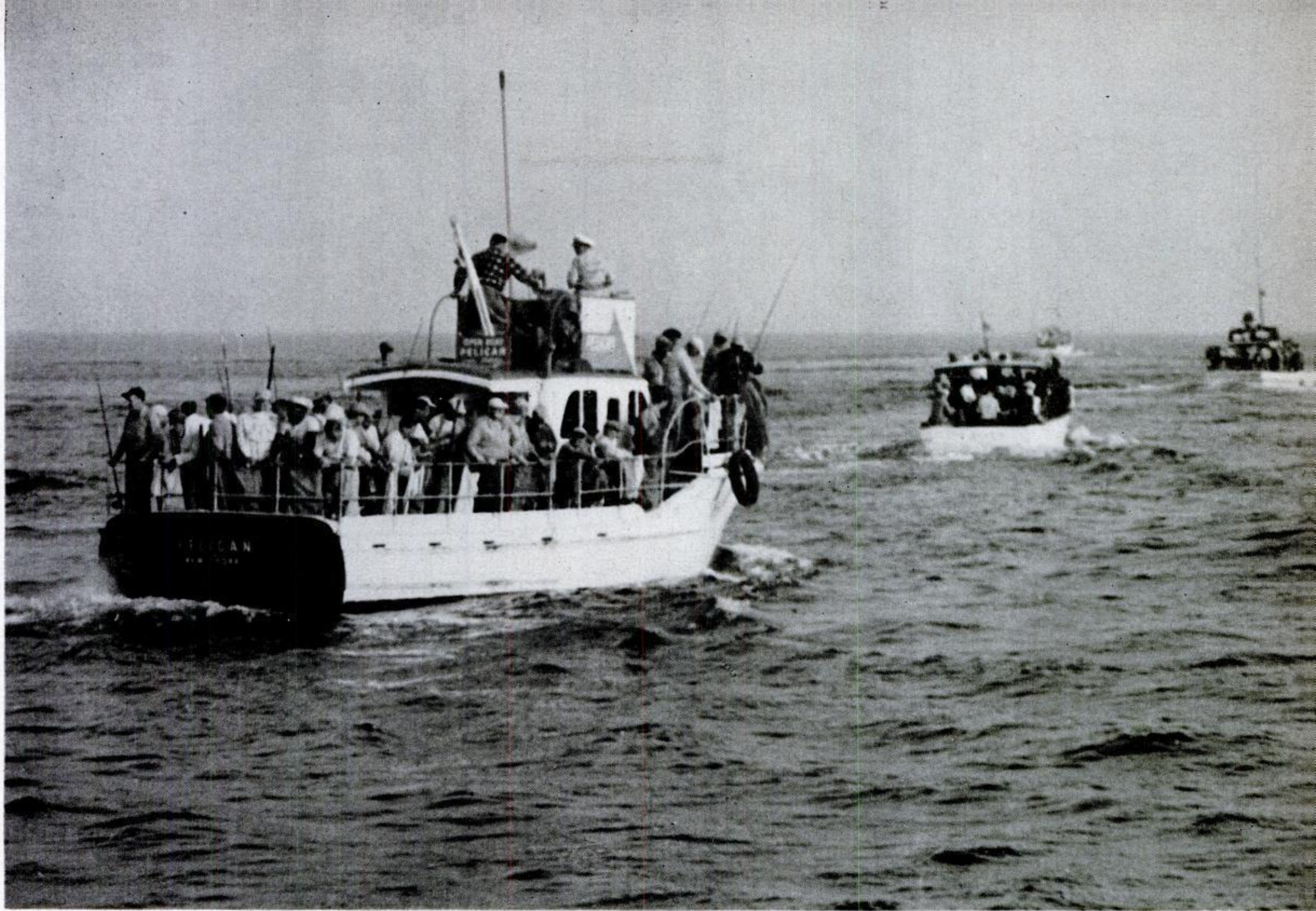


5. The business district, shops, and shows they found convenient, too. In their excitement English failed, and so they turned to Lou. He listened, then interpreted the thought they wished expressed . . . The Hotel Statler makes you feel you really are a guest!



STATLER HOTELS: NEW YORK • BOSTON • BUFFALO • DETROIT
CLEVELAND • ST. LOUIS • WASHINGTON
STATLER-OPERATED: HOTEL WILLIAM PENN • PITTSBURGH

★
ANOTHER GREAT NEW STATLER • LOS ANGELES
(NOW UNDER CONSTRUCTION • READY FOR OCCUPANCY 1952)



JAMMED DECKS of the *Pelican* are seen in this picture taken by Bill Morris of *Outdoor Life* as the fishing boat sets out into the ocean at 8:30 on the fateful

Saturday morning. Most of the passengers came to Montauk by early train from New York, brought picnic lunches and paid \$4.50 each to fish for bass and porgies.

THE "PELICAN'S" FINAL CRUISE

A 45-foot fishing boat with 61 people aboard capsizes and 42 are drowned in Long Island Sound

"I'm good natured," said Captain Ed Carroll, skipper of the *Pelican*. "I can't refuse anybody." So on Sept. 1 when 59 passengers wanted to get aboard his 45-foot boat for a day's fishing off Montauk, on Long Island, Captain Carroll let them all on. As the law provided, there was a

life jacket for every passenger, even if there was not room enough for them all to fish at once.

By afternoon, with a wind which had shifted and a heavy sea, the *Pelican* was in trouble. One engine was out, the other laboring. At 2:15 a rip tide caught the boat. Hit by a following sea,

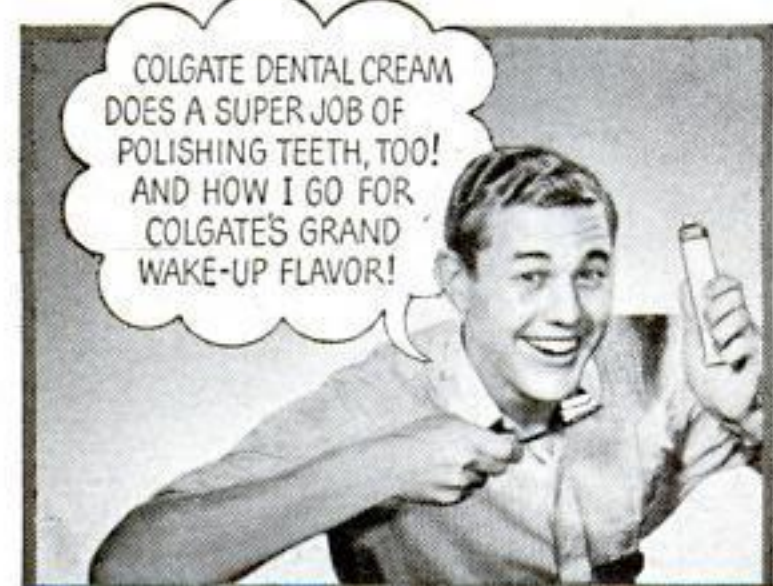
it tipped, and then rolled over as the next sea struck. Other boats rushed to the rescue (*below*) in time to save 19 persons. But 42 men and women, with no time to grab life jackets, were trapped in the cabin or lost at sea. Among the missing: good-natured Captain Carroll.



RESCUE BOATS hurry to reach capsized *Pelican* in choppy waters off Montauk Point. Another fishing boat, the *Bingo II*, managed to pick up 12 survivors, but

because of heavy seas it was an hour and a half before a Coast Guard cutter could reach and save the last man hanging desperately to hull of the overturned boat.

And He Thinks I'm Stubborn!



LATER—Thanks to Colgate Dental Cream

READER'S DIGEST* Reported The Same Research Which Proves That Brushing Teeth Right After Eating with

COLGATE DENTAL CREAM STOPS TOOTH DECAY BEST

MOST THOROUGHLY PROVED AND ACCEPTED HOME METHOD OF ORAL HYGIENE KNOWN TODAY!

Reader's Digest recently reported the very same research which proves that the Colgate way of brushing teeth right after eating stops tooth decay best! The most thoroughly proved and accepted home method of oral hygiene known today!

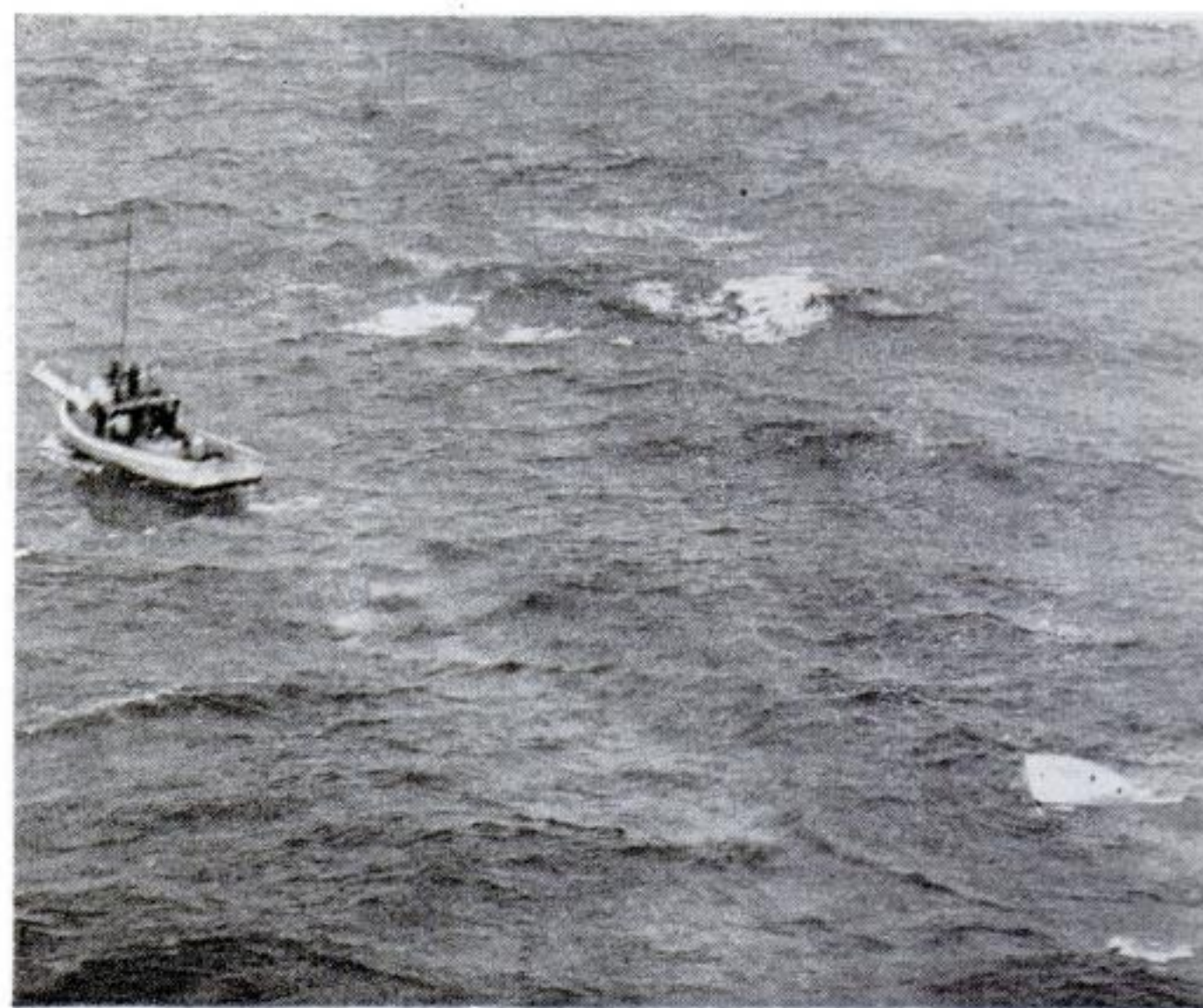
Yes, and 2 years' research showed that the Colgate way stopped *more* decay for *more* people than ever before reported in dentifrice history! No other toothpaste or powder—ammoniated or not—offers such proof—the most conclusive proof ever reported for a dentifrice of any type!

Use Colgate Dental Cream
✓ To Clean Your Breath
✓ While You Clean Your Teeth—
✓ And Help Stop Tooth Decay!



***YOU SHOULD KNOW!** Colgate's, while not mentioned by name, was the one and only toothpaste used in the scientific research on tooth decay recently reported in Reader's Digest.

"Pelican" CONTINUED



CAPSIZED "PELICAN" is visible at lower right as rescue boat tries to pick up survivors. Boat was only one mile from safety when the disaster occurred.



FORESIGHTED SURVIVOR John Griffin was mocked as "chicken" when he went below to cabin to pick up and fasten on a life preserver. He had just come up on deck when *Pelican* rolled over and he escaped with only a minor thumb injury.



OLDEST SURVIVOR was Antonio Borruso, 60 (head on hand), who hung to *Pelican* for hour and half, watched man beside him tire and finally drown.

CONTINUED ON PAGE 55

Want something good?



**Of course you do. You'll love
the delicious taste and wholesome refreshment
of ice-cold Coca-Cola.**

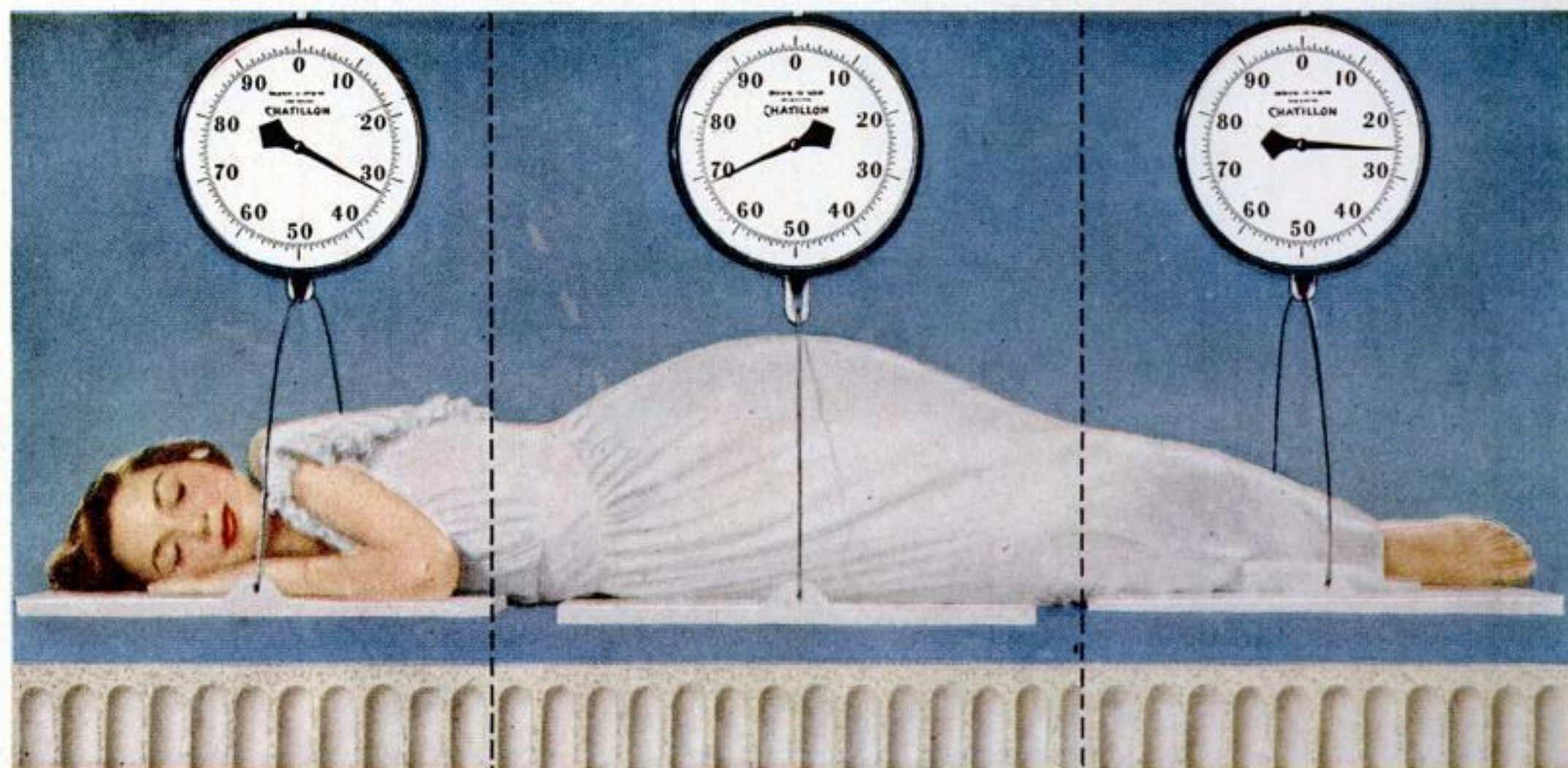


the X-ray story of how to



Form-Fitting, because it is built to support the different weights of head ... torso ... limbs ...

No matter what your size, weight or build, your body weights vary much like this young lady's. So you need the Form-Fitting Mattress Construction that gives different kinds of support to the different weights of your body. The Form-Fitted *Foamex* Mattress does this ... and floats your body in natural balance while you sleep.



33 pounds from head to just above the waist. The larger air spaces (nature's own springs) in this section of the *Foamex* mattress give lighter support where you are lighter.

68½ pounds from waist to knees. This mattress section is built with more firm, lively *Foamex* (smaller air spaces) for heavier support where you are heavier.

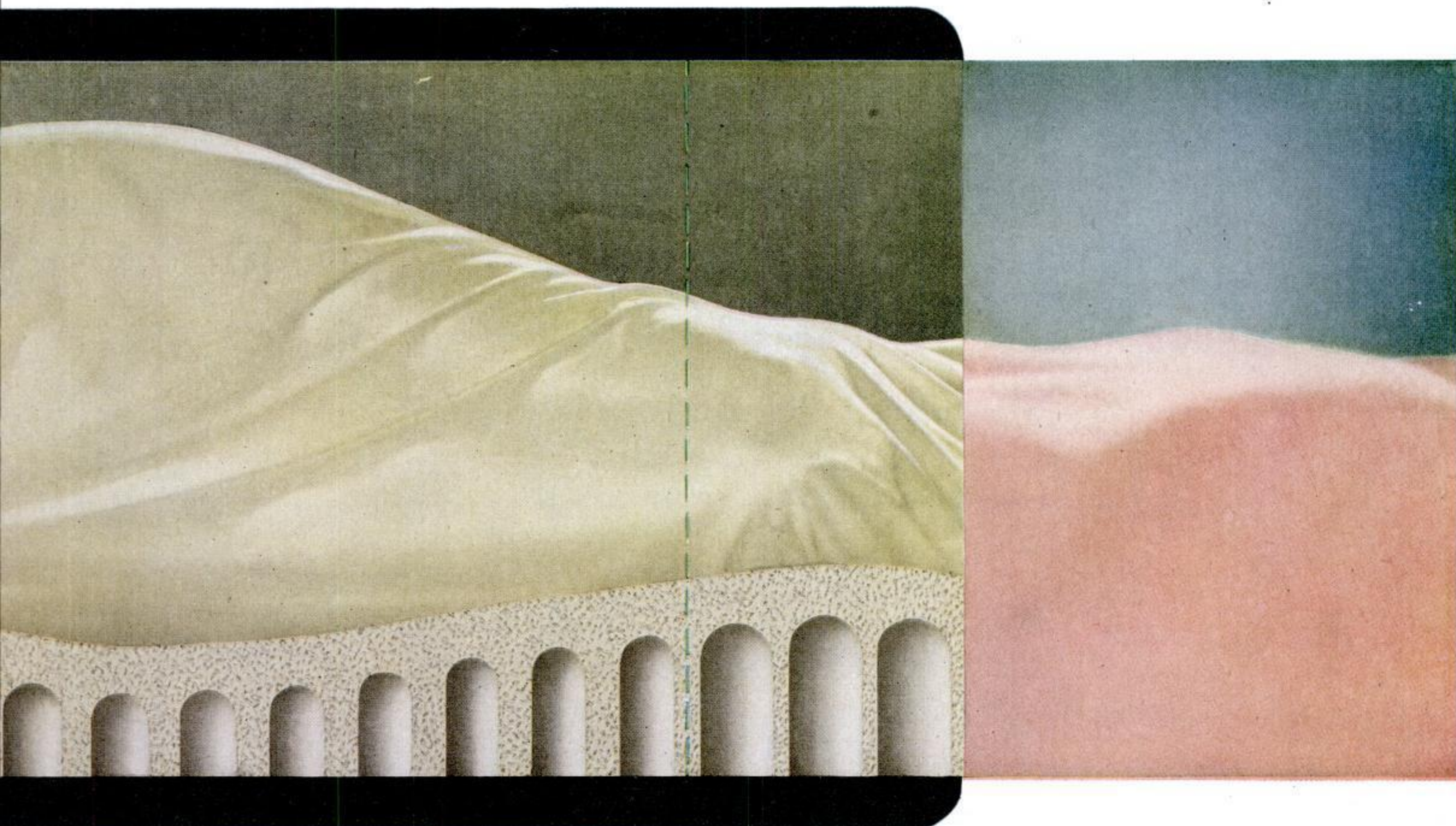
25½ pounds from knees to toes. You get larger air spaces in the foot section of the *Foamex* mattress to float your lighter limbs.

Form-Fitting, because it moulds itself to the curves of your body.

Foamex conforms to your contours like a second skin. It yields to fingertip pressure ... returns instantly to level smoothness when you take the pressure away. Although soft as a rose petal to the touch, *Foamex* supports you firmly when you lie on it. Tired, aching muscles are cradled in blissful relaxation. You sleep deeply—you awake alert and refreshed on a Form-Fitted *Foamex* Mattress.



get more rest while you sleep



This entirely new and exclusive Form-Fitting Construction supports your different body weights while it cradles your body curves

The Form-Fitted Mattress of **Firestone FOAMEX***

The X-Ray Story proves it! Now your body can rest as nature meant it to rest. Not on the board-like surface of too firm a mattress, not on the sagging discomfort of too soft a mattress. But cradled in balanced comfort on cloud-soft *Foamex* built with firmer support in the mid-section.

The Form-Fitted Mattress is a Firestone *Foamex* exclusive! No other mattress so completely supports your body in correct sleeping position. The Form-Fitted *Foamex* Mattress gives you lighter support in the head and foot sections—firmer support under your heavier mid-section. No matter how much you turn, twist or change position in sleep, your different body weights stay evenly balanced in rest.

Night after night, year after year, Firestone *Foamex* always gives "brand new mattress"

comfort. *Foamex* stays lively for life. Nothing to break or come apart. Just pure milk of the rubber tree, whipped with air to a creamy foam—baked like angel food cake. After 12 years of 24 hour use in hospitals, *Foamex* mattresses showed no sign of wear.

You can feel the heavenly softness of *Foamex* yourself. Bedding departments everywhere feature Form-Fitted *Foamex* Mattresses and matching Box Springs. Just stretch out and imagine what it's like to be cradled in comfort every night of your life.

Form-Fitted Mattress \$79⁷⁵
of Firestone *Foamex*

available with Special \$69⁷⁵
Matching Box Spring

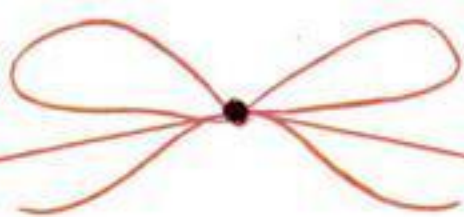
Prices subject to change

© 1951 Firestone
Industrial Products
Company
Enjoy the Voice of
Firestone Monday
Evenings on NBC
Radio and Television

Look for
this label at
better stores
everywhere!



*Trademark



Thirty dates hath **September**... *for the man*
who wears an **ARROW SHIRT!**

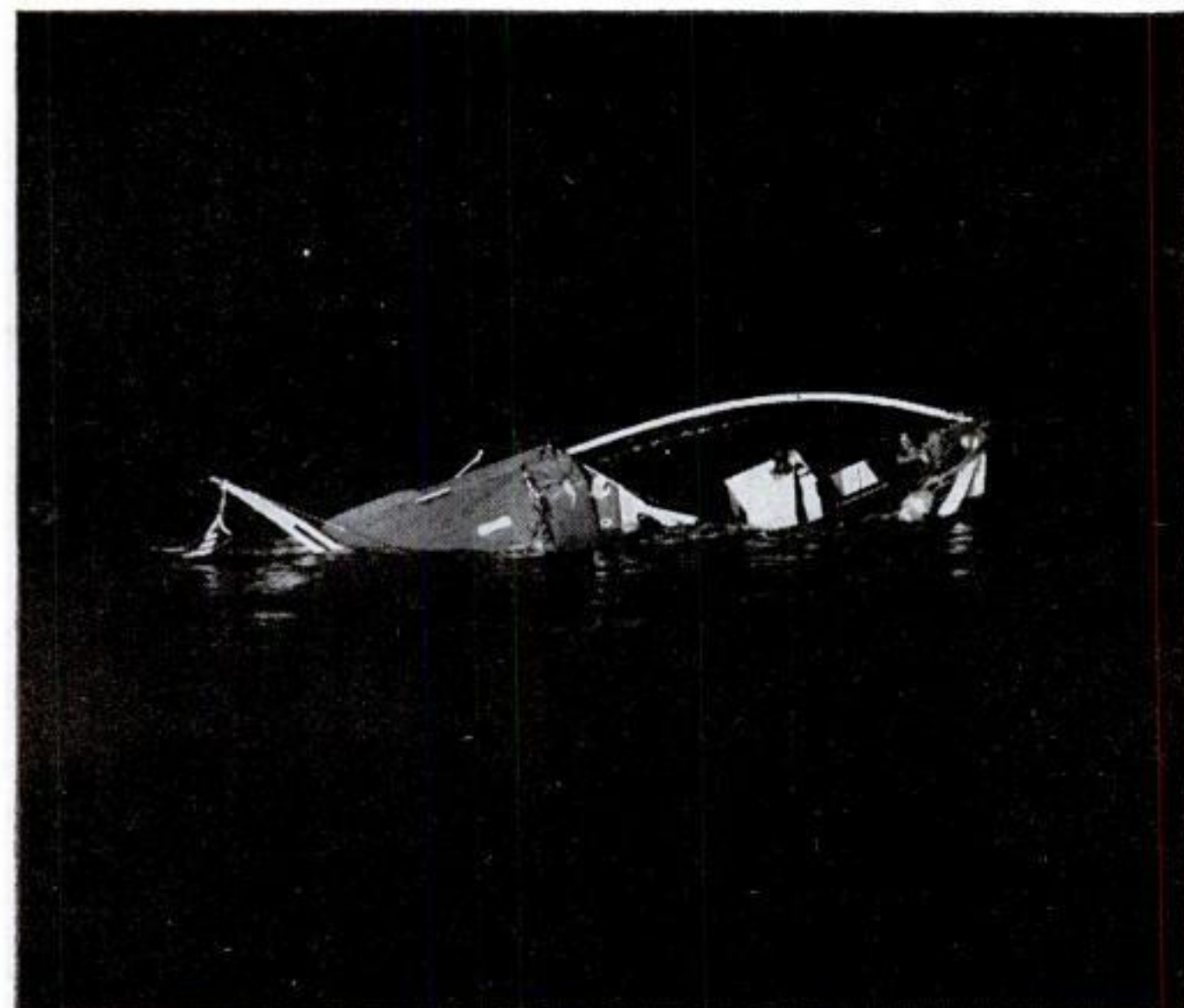


"Pelican" CONTINUED

AFTER THE STORM THE SALVAGE



TOWING LINE is lashed to the bow of the foundered *Pelican* by volunteer Leonard Riley, 19, who swam through rough seas to attach the 3-inch hawser.



HALF-SUNK, the *Pelican* is towed slowly into Montauk Harbor so that a diver can begin his task of finding out how many bodies are trapped inside.



FINAL MOORING for the *Pelican* takes place by floodlight at 2:45 Sunday morning. Workers spent rest of night raising boat and bringing out the dead.

CONTINUED ON NEXT PAGE

GREET
THE
NEW
FASHION
SEASON
IN



The Sis

Smarter Shoes for
Natural Walking*



The Ginger

NATURAL BRIDGE

*Smarter
Style
Week*

SEPT. 17-22

\$9⁹⁵ and \$10⁹⁵

Some Styles Higher
Distant Points Slightly Higher



The Tate

Natural  Bridge
Shoes

Write for Name of Nearest Dealer

NATURAL BRIDGE SHOEMAKERS

Division of Craddock-Terry Shoe Corporation, Lynchburg, Virginia

Copyrighted material

A Lifetime of Beautiful Floors

Just one of many Reginas in constant use for more than 20 years!

REGINA
POLISHER TWIN BRUSH SCRUBBER

SCRUBS • WAXES • POLISHES • BUFFS

REGINA



POLISHER and SCRUBBER

America's Leading Polisher for homes, offices, stores!

No other twin-brush polisher does as many floor maintenance jobs on as many floors as Regina.

THE SAME PRICE FROM COAST TO COAST **\$64⁵⁰** Reconditioning Kit Extra—for sanding, dry cleaning, refinishing, etc.

SEE YOUR DEALER FOR A DEMONSTRATION or write for complete information

THE REGINA CORPORATION, Rahway 1, N. J.
Please send me free descriptive material on the Regina Electric Floor Polisher.

NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

Also producers of Industrial Twin-Brush Machines

"Pelican" CONTINUED



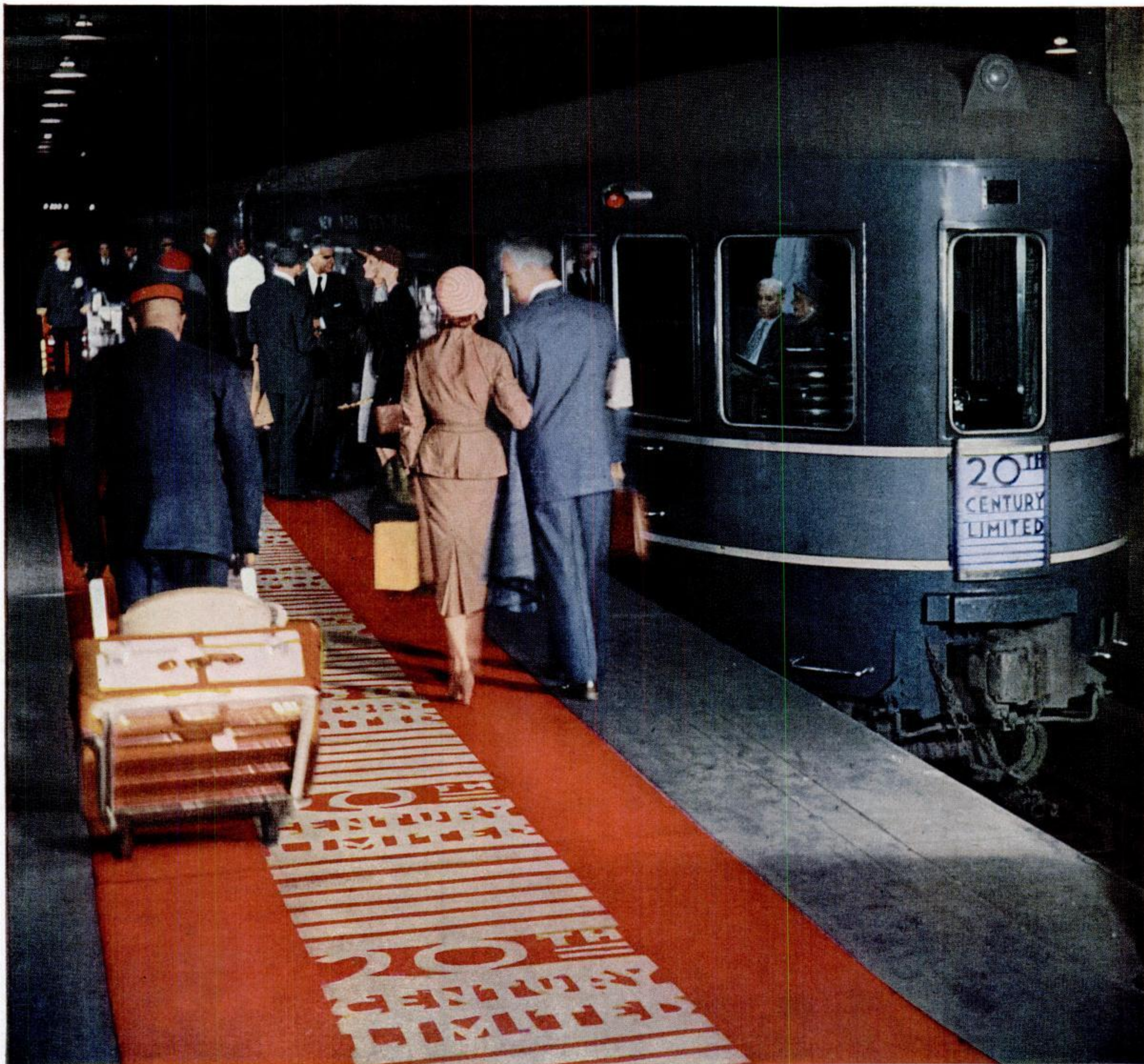
GASPING FOR AIR, Diver Tom Innes, state trooper, comes up from cabin where bodies were "all tangled together like a gigantic handful of wrestlers."



TEMPORARY MORGUE is set up in fishing shack for the ten bodies found on board the *Pelican*. Men leaning over are seeking marks of identification.



FATHER WEEPS helplessly after a Sunday morning visit to fishing shack morgue where he identified the body of his 23-year-old son, Wallace Manko.



Sure as sundown

New York Central overnights go *weather or no!*

Skyways and highways may be storm-swept. It doesn't matter. Not to you!

Whatever city you're in or bound for on New York Central... there's an all-weather Dieseline to take you, with an overnight vacation on the way. So step aboard and *rest assured!*

Assured of an air-conditioned climate and ample room to roam.

Assured of tempting, freshly prepared meals in the dining car... refreshments and sociability in the lounge.

Assured of a perfectly appointed room... a big, soft bed... and a smooth Water Level Route, made for slumber.

Assured that you'll keep those distant dates tomorrow... with a certainty no other travel can match!

New York Central

The Water Level Route—You Can Sleep





... on the right

ALL-AMERICAN

SOAP BOX DERBY

AME
am

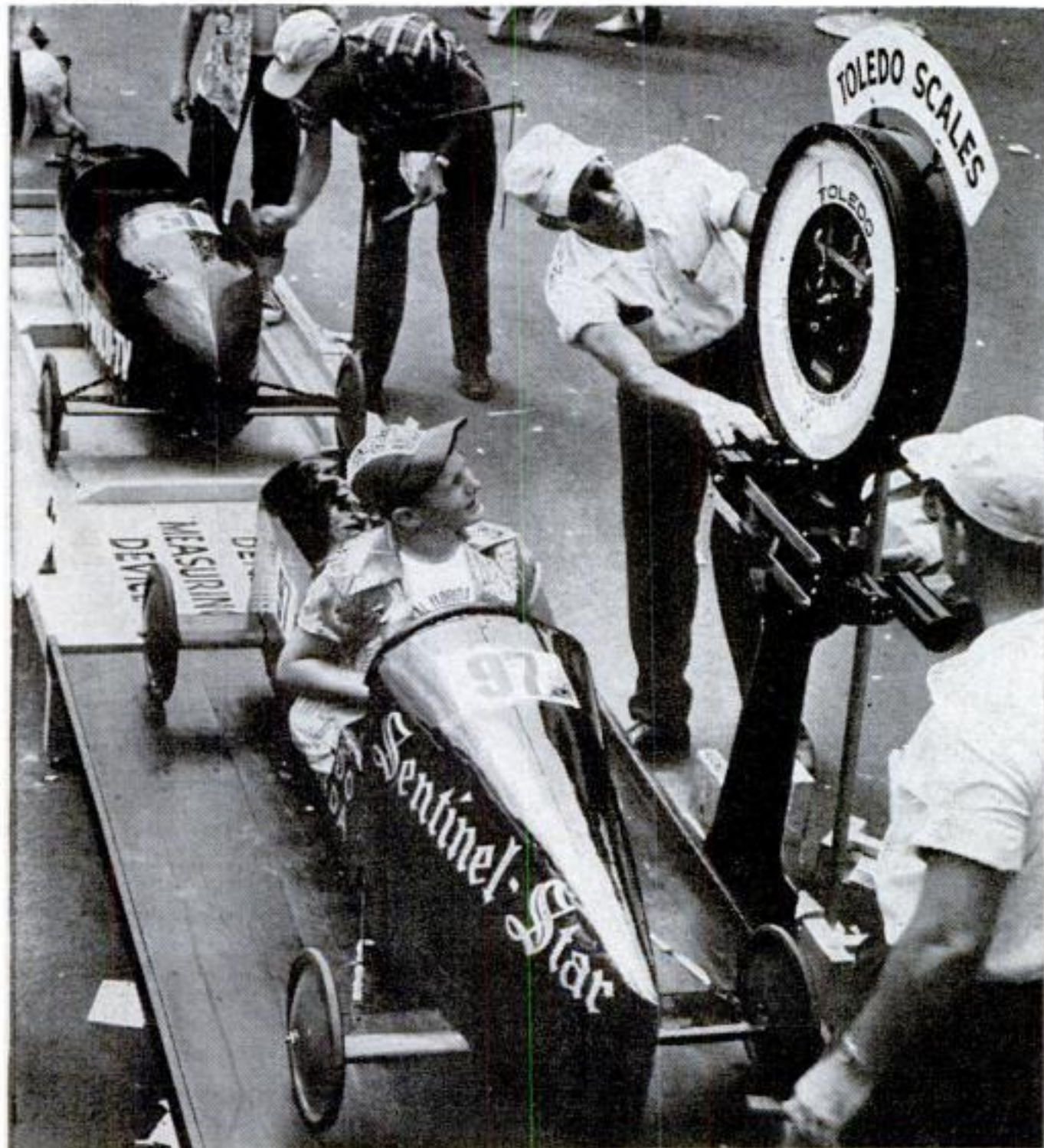


WINNER COOPER, 15 (left), is congratulated by Don Alter, also of Danville, who last year placed second. Design of Cooper's car is plain, functional.

DERBY WINNERS

Soap Boxers roll again to fame and schooling

Last year Danville, Pa. (pop. 7,000) almost made it. This year it did. The 14th annual running at Akron of the All-American Soap Box Derby, sponsored by U.S. newspapers and by Chevrolet, was won by Danville's Darwin Cooper who, like last year's second-place winner (above), represented the Williamsport *Sun-Gazette*. This year 141 finalists, including one boy from Western Germany, coasted their motorless racers, self-built for not more than \$7.50 plus wheels, down the sloping 1,400-foot track (975.4 feet of it racing surface). That night Cooper, wearing the winner's gold shirt (under letter D, opposite page), was feted at a banquet, received the first prize: a \$5,000 college scholarship.



THE WEIGH-IN was an anxious moment. No racing car could weigh more than 250 pounds including driver. Any surplus had to be taken out of the car.

← **BOYS WORE THEIR RACING SHIRTS TO THE BIG POST-RACE BANQUET**

CONTINUED ON NEXT PAGE

"YOU'VE GOT A CHICKEN ON YOUR SHOULDER, COLONEL - BUT HE USES MENNEN SKIN BRACER!"

MENNEN
skin bracer
AFTER-SHAVE LOTION

THE AFTER-SHAVE LOTION WITH THE
He-Man Aroma That "WOWS" the Ladies!

You'll Like Its Refreshing, "Wake-Up" Tingle!
Helps Heal Tiny Razor Nicks, Too!

Keep Presentable Longer!
CLEANER, SMOOTHER SHAVES with
No Burning! No Stinging!

MORE DOCTORS Who Specialize in Skin Care
USE MENNEN BRUSHLESS
Than All Other Brands Combined!



OH MAN!

LUSCIOUS CHOCOLATE



OH LADY!

CREAMY SMOOTH MINT

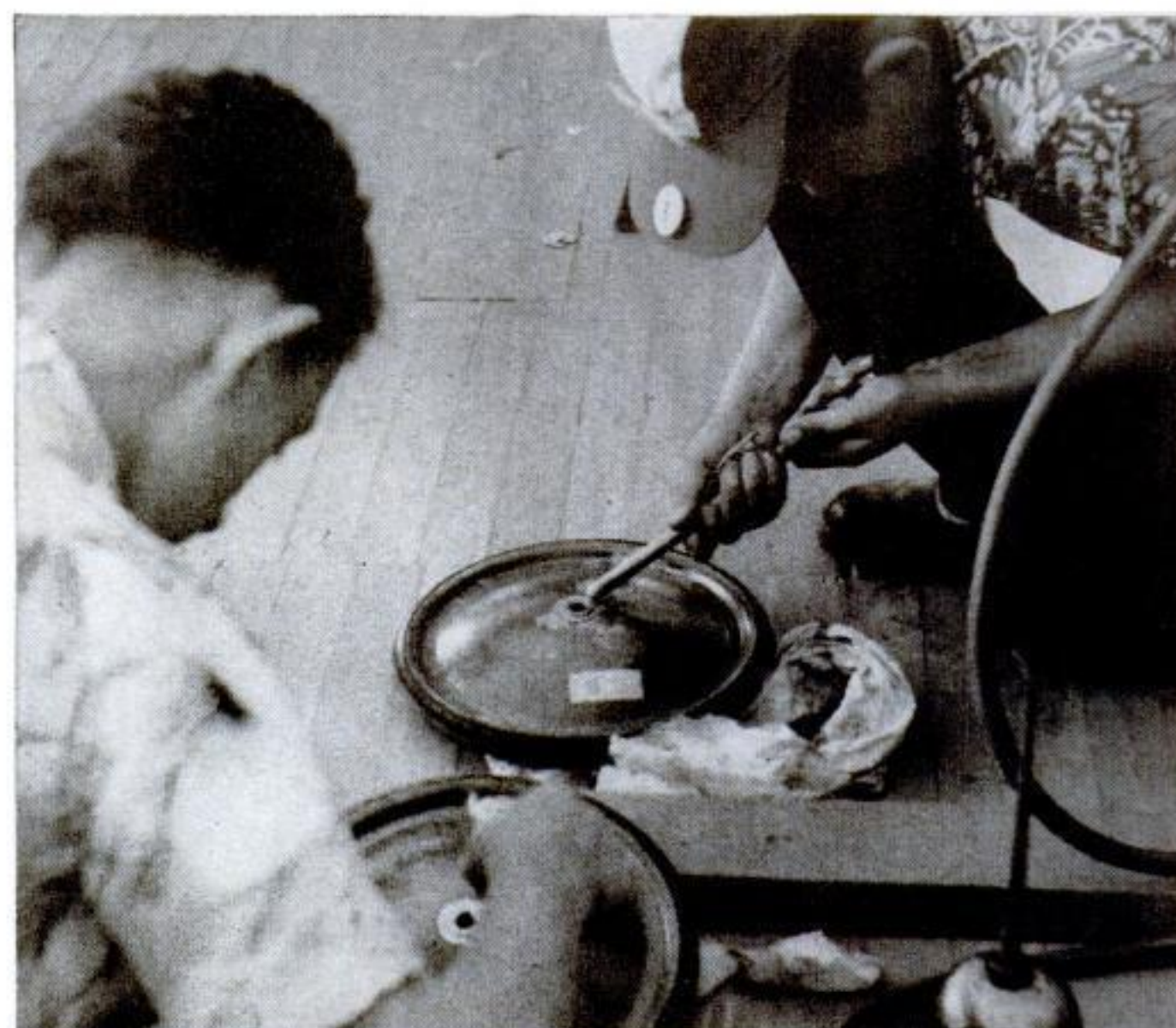


OH BOY!

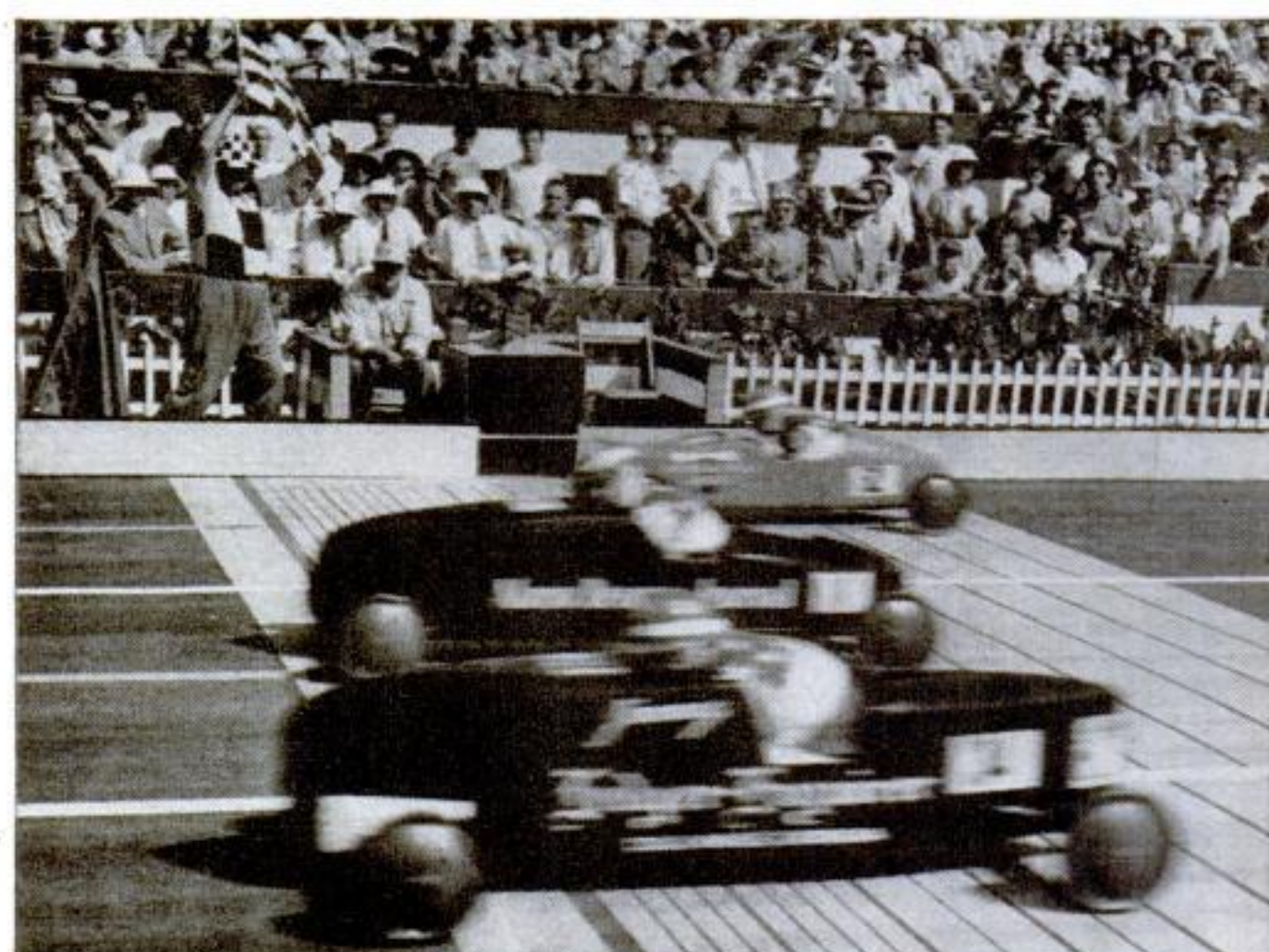
IT'S GOOD!



Derby Winners CONTINUED



FINAL TINKERING following test runs on track included air-hosing dust out of the wheel bearings, which are a critical part of any gravity-driven racer.



AT FINISH LINE cars, which had rolled from a standing start, were doing about 25 mph. End of each heat was recorded by a regular photo-finish camera.



HOMEMADE PIES for contestants' dinner were made by Evelyn ("Mom") Martin at Y.M.C.A. camp (temporarily "Derbytown") where they stayed.

Every slice is perfect
...every bite a thrill

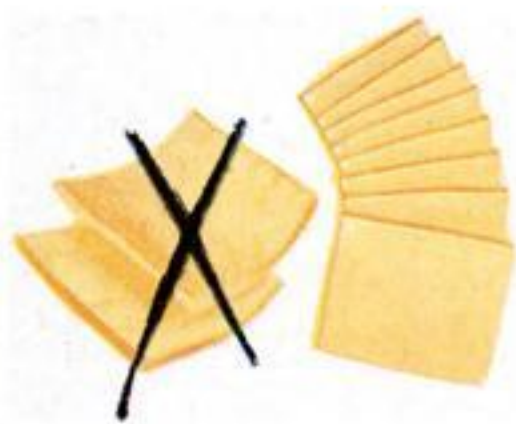
New! KRAFT DeLuxe SLICES



Women everywhere are cheering these handy slices made and packaged a wholly new way



4 REASONS WHY THEY'RE THE FINEST SLICES YOU'VE EVER HAD!



1 BETTER FLAVOR! PERFECT SLICES!

By a marvelous new Kraft-patented method the fine process cheese is formed into slices as it comes from the pasteurizers—with extra-good flavor sealed in every one. Every slice is *perfect*. (No slivers or "curling" dried edges.)



2 KRAFT-PROTECTED!

Immediately after pasteurization, 8 big, perfect slices are sealed in a neat ½-lb. package by Kraft—protected until *you* slit the wrapper in your own kitchen. Discover these *fine* slices and you'll never be without them!



3 HANDIER!

These slices separate so easily it's "almost like peeling a banana." And they keep beautifully—are always ready at a moment's notice for snacks, and cheese trays, and husky lunchtime sandwiches—either cold or toasted.



4 FIVE DELICIOUS VARIETIES!

Besides the extra-mellow Kraft Pasteurized Process American there's *Pimento*, *Swiss*, *Brick* and sharp *Old English Brand*. The neat packages are such space-savers, stack so easily, you'll keep several kinds on hand.

THE WORLD'S FAVORITE CHEESES ARE MADE OR IMPORTED BY **KRAFT**



Your legs
can be
your
prettiest
accessory



...IN SHEER SHEER

Berkshire

stockings

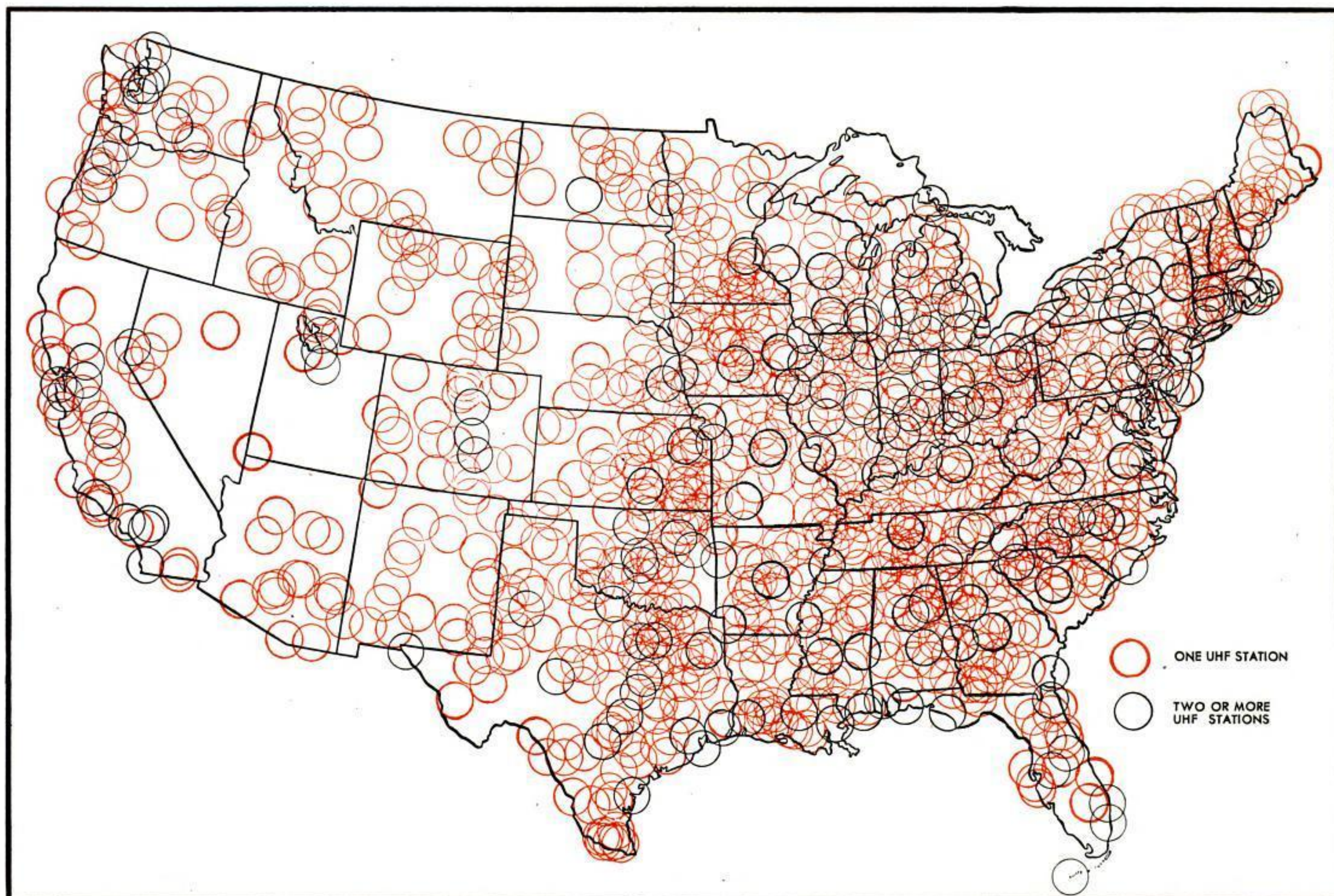
For delicious texture with your tweeds choose Berkshire Nylace.

They do such wonderful things for legs, look even sheerer than they are and save a pretty penny because they simply *can't run*. Pretty strategy for legs in this year of new excitement over accessories . . . in country Nylace 30s or city Nylace 15s.



SMOOTH AND SHARP...NEW COLOR-WAY OF CREATING ACCESSORY EXCITEMENT.
SMOOTH...BERKSHIRE NYLACE IN "SMOOTH AMBER" TO BLEND WITH THE AMBER-
RUST-GREY OF IMPORTED TWEEDS AMBER PIGSKIN GLOVES, RUSTY SATCHEL BAG.

SHARP...TURQUOISE-HANDLED SILK UMBRELLA, RUBY AND TURQUOISE SCARVES.
SMOOTH AND SHARP...THE GOLDEN CHAIN AND SPARKLING STONES OF CHUNKY
JEWELRY. ALL FROM THE COUNTRY SHOP, LORD & TAYLOR, NEW YORK.



NEW NATIONWIDE TV NET would include nearly 1,400 stations using 70 UHF channels and would cover areas enclosed within the clustered circles above,

according to the allocation plan now before FCC. Heretofore, to prevent program interference, number of TV stations has been held to 107 for the entire U.S.

A PROMISING NEW ERA BEGINS FOR TELEVISION

On Tuesday night of last week viewers in New York watched President Truman deliver a speech in San Francisco, and thereby witnessed two history-making events: the inauguration of a great international convention, and the birth of a new era in television. The telecast of the President's speech was the first ever to span the 2,600-mile breadth of the U.S., flashing from coast to coast across a newly completed string of radio-relay towers. These towers, spaced 9 to 50 miles apart, transmit extremely short wave radio impulses which travel

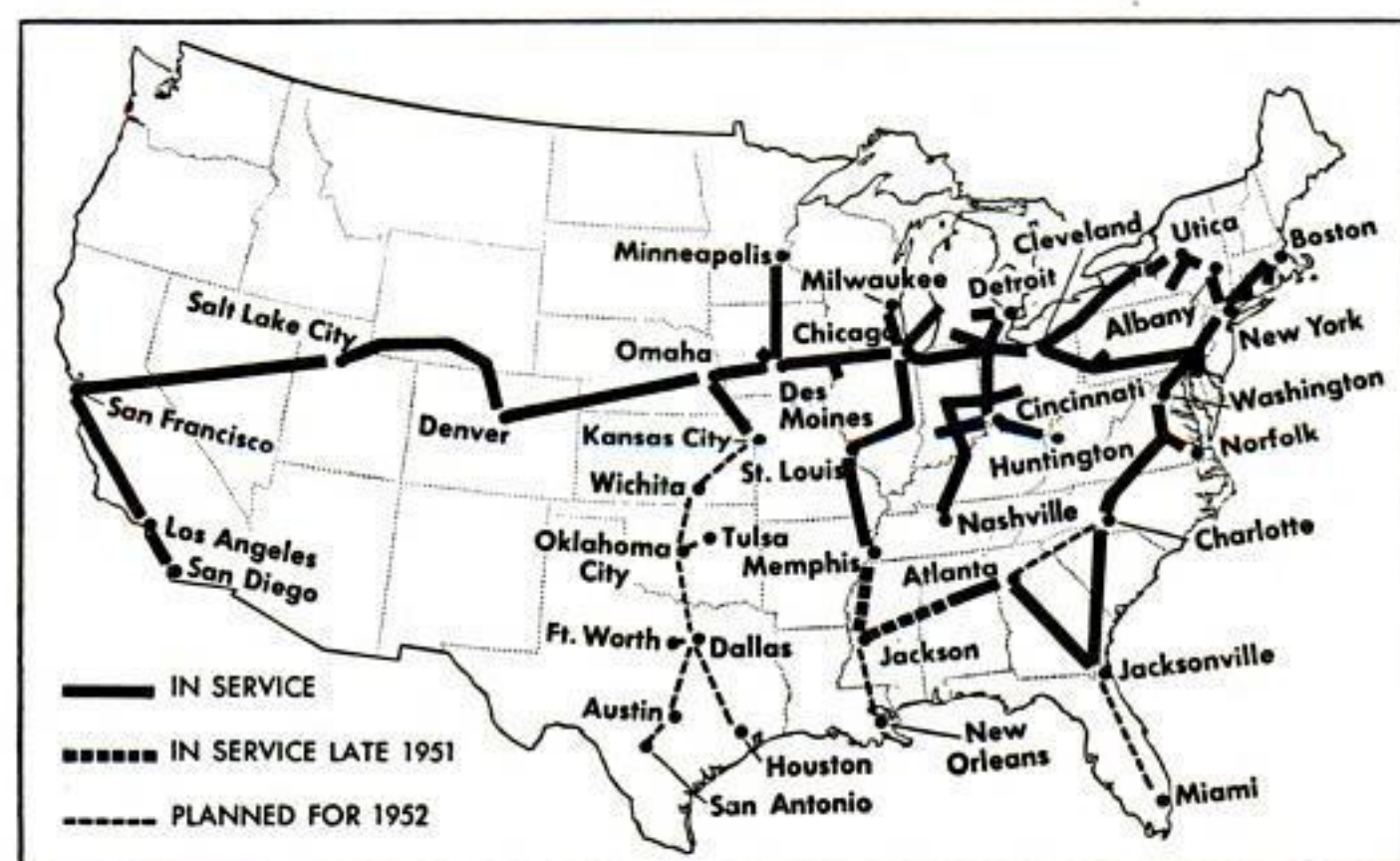
in direct line of sight from one relay station to the next (p. 66). By providing a relatively economical means of wireless transmission, this radio-relay system has at last made long-range telecasting a practical procedure.

But although TV now spans the nation, it still falls far short of covering it. The 107 existing stations are mostly concentrated in the east. The West has few, and the North Central region has almost none. Up to now there has been no way to provide national television coverage, for the present Very High Frequency (VHF) tele-

casting band is narrow and can accommodate only 12 channels—not enough to permit additional transmission without interference. However, the solution of this problem, too, is in sight. This month the Federal Communications Commission is studying a new allocation plan based on the use of the broad Ultra High Frequency (UHF) band for telecasting. UHF will provide 70 new channels, which will make possible 1,400 new stations. There is no question that UHF will be adopted. When it is, television will spread to every populated part of the nation.



COAST-TO-COAST STARS of first TV program to be carried by new microwave relay system are President Truman and California's Governor Earl Warren.



COAST-TO-COAST HOOKUP which will be used for national telecasts will tie in stations along East and West Coasts, in the Midwest and in the Gulf Coast area.

★ **FIRST** and **FOREMOST** ★

AVON **DU-FLEX**
TRADE MARK REG.

PATENTED

CUSH-N-CREPE

TRADE MARK
SOLES

**MASSIVE IN LOOKS...YET
LIGHT AS A FEATHER**

Treat yourself to the marvelous new walking sensation of CUSH-N-CREPE. Here are soles so airy-light they float on water—so buoyant you seem to float on air. It's America's softest step—so popular that CUSH-N-CREPE is now featured in leading lines of fine shoes for men and women.

**CUSH-N-CREPE
SOLES**

are Avon originals, cellular soles developed in the Avon laboratories, 100% wear tested, protected by basic patents and marked with America's best known sole brand, Avon Du-Flex. Be sure you get the genuine, look for this Solemark of Quality.

DU-FLEX
CUSH-N-CREPE
PATENTED

PROTECTED BY BASIC PATENTS
No. 2,291,213, No. 2,299,593
No. 2,283,316

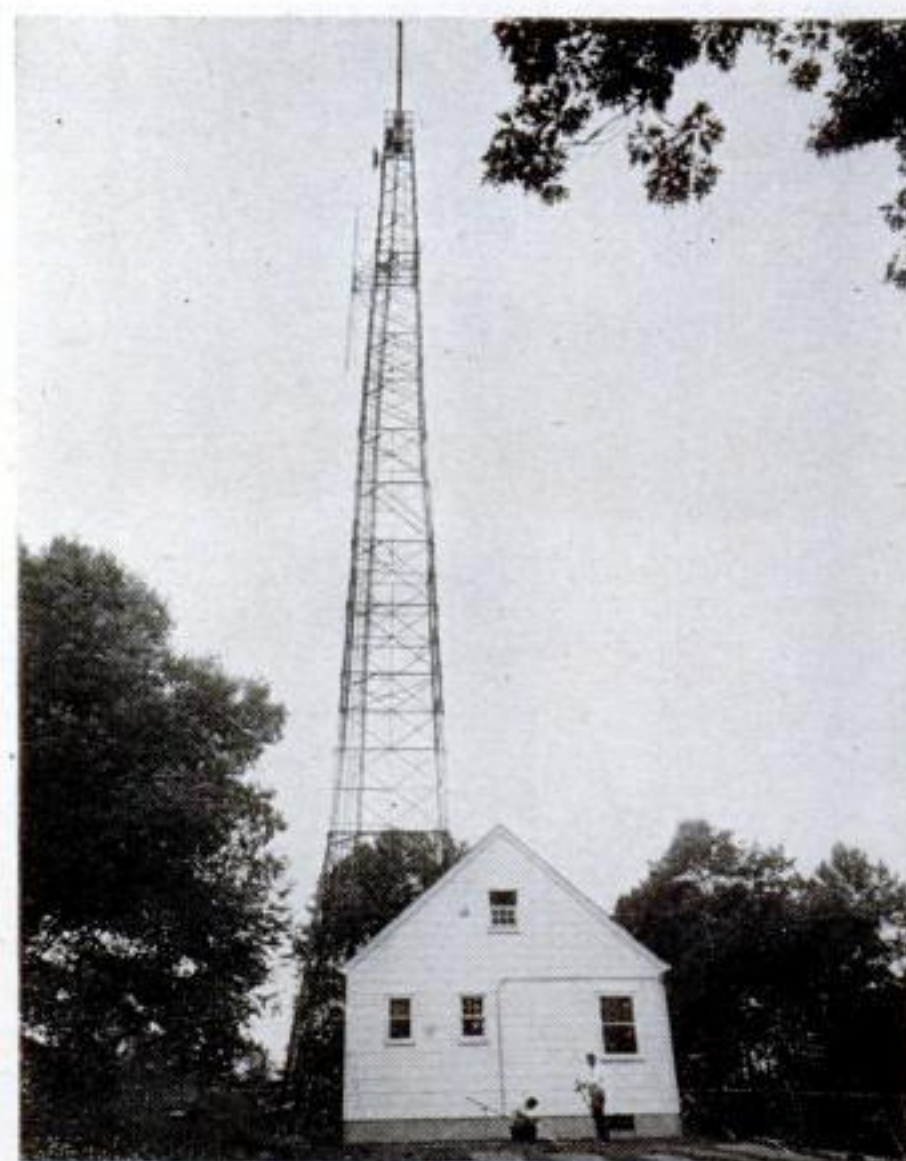
so flexible
they
need no
breaking-in

AVON SOLE COMPANY • AVON, MASS.

FOR FORTY-ONE YEARS SPECIALISTS IN FINE SOLE MATERIALS

not on all shoes... just the best ones

New Era for TV CONTINUED

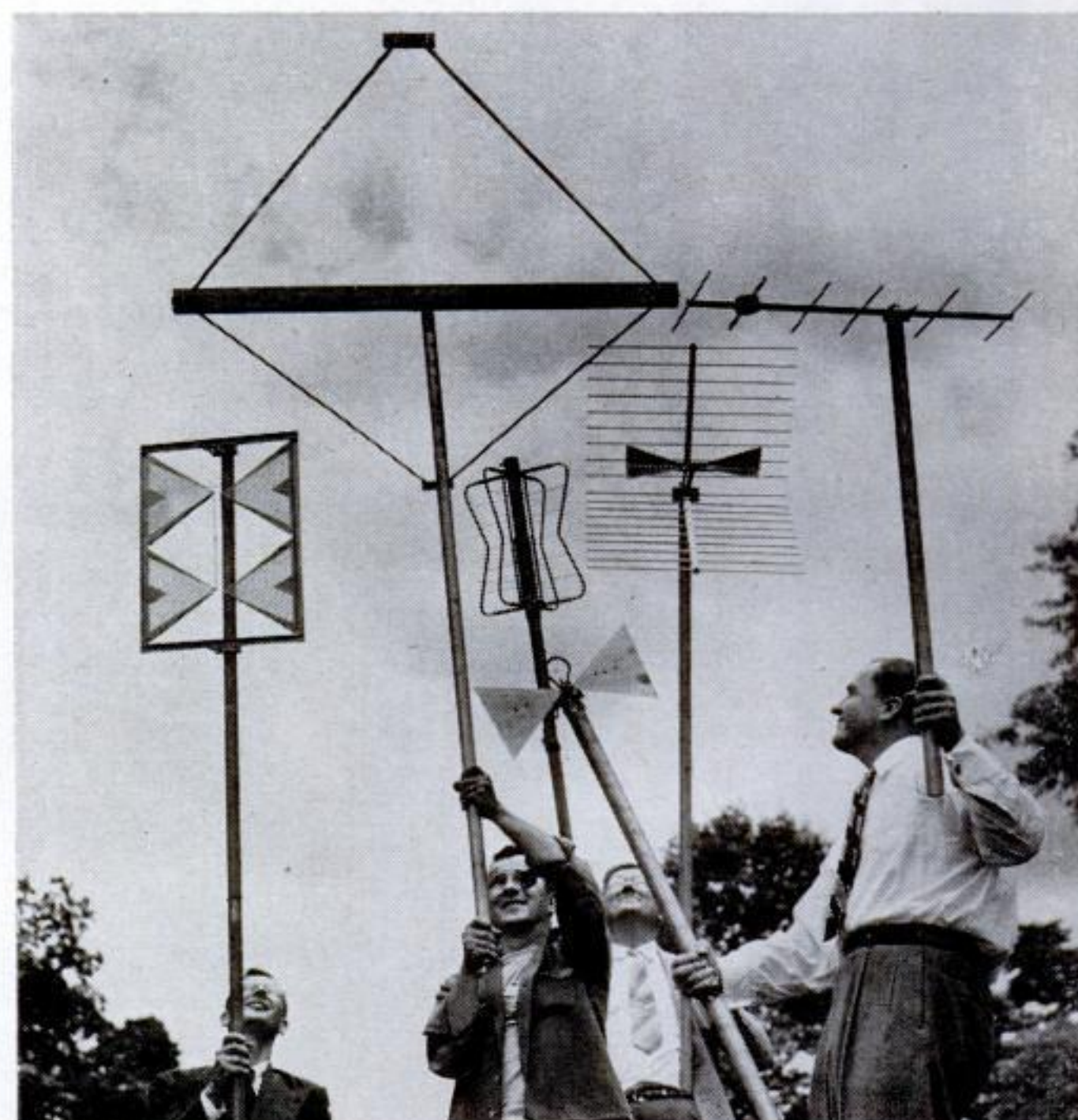


RCA'S PIONEER UHF STATION AT STRATFORD, CT.

UHF WILL EXPAND, IMPROVE TV

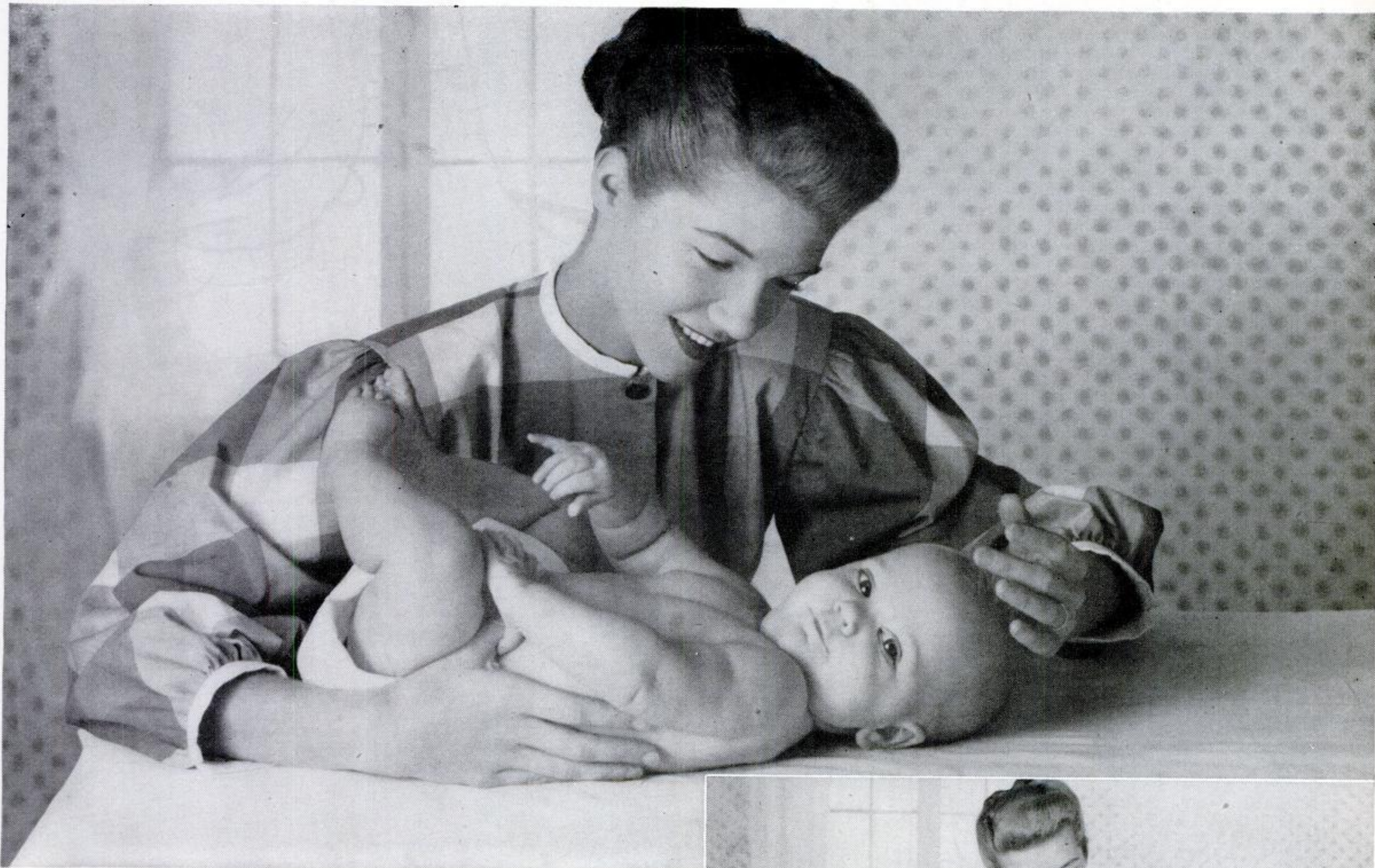
Unlike color television, the industry's last great innovation, UHF telecasting will come into being without serious opposition from manufacturers, broadcasters or TV owners. The new system will not make present VHF sets or stations obsolete. Not only will existing stations continue to operate as before, but hundreds of new VHF transmitters will be licensed as the present FCC "freeze" on new stations is ended. The addition of the 70 new UHF channels will make it possible to distribute the 12 VHF channels across the country so as to eliminate almost all interference. As for the sets, they will need only a small extra converter (price: \$40) and a new aerial to be able to pick up the many new channels that UHF will provide. Color TV will be transmitted over both wavebands and can be received on both by any set modified to receive present color telecasts.

Apart from bringing TV to everyone who has the price of a set, and giving a wider choice of entertainment to those who own one, the UHF system will create an enormous increase in educational programs. The FCC plans 209 noncommercial stations, and will require that every town with three or more channels reserve one for educational purposes.



SHAPELY ANTENNAE for ultra high frequency reception come in many different designs. Most antennae now in use could not pick up UHF programs.

CONTINUED ON PAGE 66



From the top of his head to his ten little toes, your baby's skin needs your loving care. Everything that touches that tender skin must be whisper soft, gentle as your own caress. His skin actually is thinner than yours, you know. Skin studies show it might chafe more easily, become irritated sooner.

*Guard his thinner skin
with care*



You change him often—to keep that thinner skin dry and comfy. It's important, too, when choosing his bathroom tissue to check for 3 "tender skin" qualities. Old linen softness that doesn't chafe. Instant-quick absorbency for *clean* cleansing. The right strength to resist tearing or shredding.

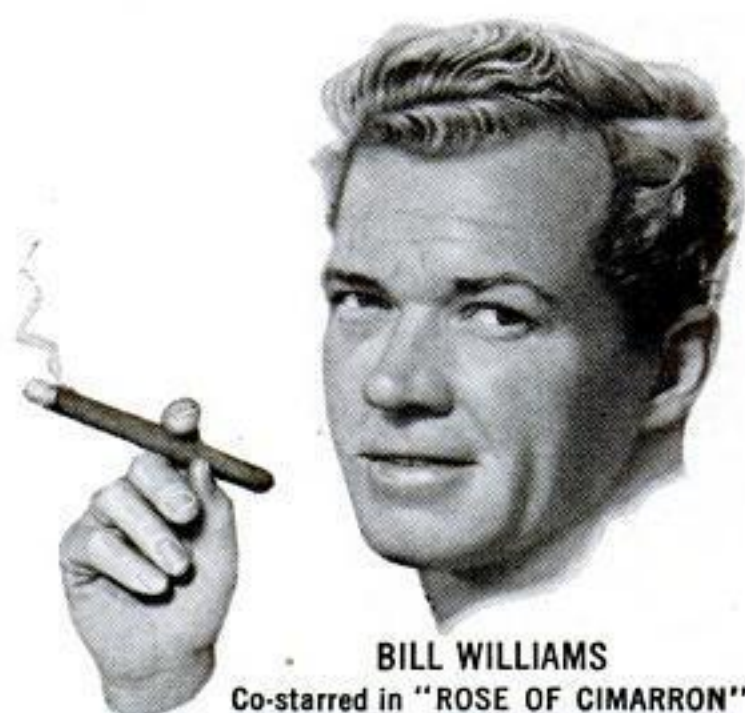


More mothers every day are finding this ideal combination of "tender skin" qualities in gentle ScotTissue. You will discover too, that ScotTissue's greater value makes it the perfect choice for the whole family. You get 1000 generous-size sheets to a roll. ScotTissue goes further, lasts longer. "ScotTissue," "Soft as old Linen," Reg. U. S. Pat. Off.



1000 Generous-Size Sheets—Soft as old Linen

You need not inhale



BILL WILLIAMS
Co-starred in "ROSE OF CIMARRON"
An Edward Alperson Production for
Twentieth Century-Fox Release

Taste that satisfying fragrance
...whiff that soul-warming
aroma...and you'll know
why you need not inhale—

to enjoy a cigar



"LIGHT UP" AND SEE!

CIGAR INSTITUTE OF AMERICA, INC.

New Era for TV CONTINUED



SAN FRANCISCO OPERA HOUSE

CURVED TUBE WHICH PIPES SIGNALS INTO TV RELAY STATION STANDS ACROSS BAY FROM SITE OF TRUMAN'S TALK

TALL TOWERS RELAY TELECAST COAST TO COAST

The new TV relay system which carried President Truman's face and speech from San Francisco (above) to New York cost the American Telephone and Telegraph Company \$40 million to build, but this is only about half the amount that a coaxial cable line would cost. The relay system consists simply of 107 steel and concrete towers ranging from 6½ to 427 feet tall and spotted in a zigzag route across the country on the tops of mountains and skyscrapers. On top of the towers are huge, wide-mouthed horns that weigh a ton each. A TV program which is to be sent coast to coast is converted into microwave signals, very short radio waves which can be beamed accurately in a given direction. When the signals reach a relay tower, they are gathered in by the great horn and channeled down

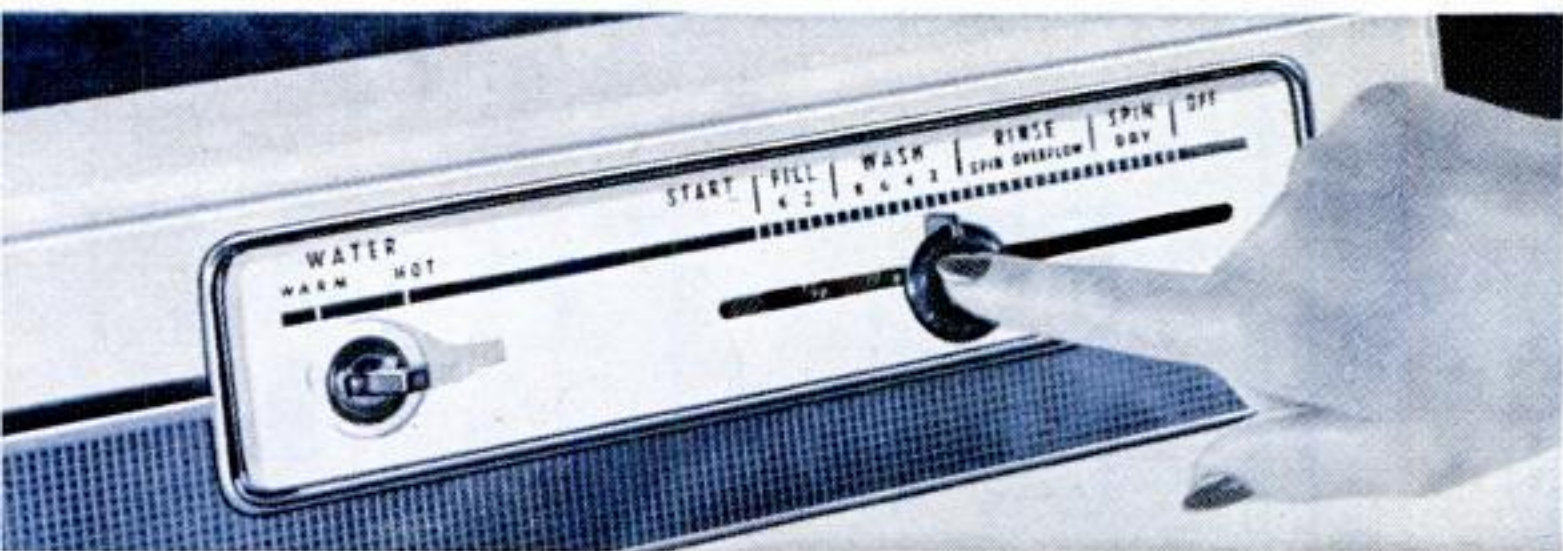
a waveguide tube (above) which leads to the heart of the tower or into a nearby building. There they are given a new boost of power, sent up through another horn and beamed at the next tower. A signal gets from New York to San Francisco in 1/50 of a second.

With no hanging wires to blow down in sleet and windstorms and few pieces of equipment which can wear out, the microwave relay system should be cheap to operate and easy to maintain. Such systems can be used for relaying radio and telephone messages, for railroad-to-station communication and can even be used for remote control operation of gas and oil pipelines. But for many Americans the most satisfying use will come this fall: the World Series games will be relayed to West Coast television sets for the first time.

There's nothing else like it...anywhere...at any price!

NEW! NORGE AUTOMATIC WASHER

with the remarkable Time-Line Control



1. NOT EVEN A DIAL TO SET! Press the Time-Line button—placed high and handy in an easy-to-read straight line on the back panel—and this new Norge automatically fills with enough water for any size load. *Everything's automatic*—but you can skip or repeat any part of the cycle because every step is visible *all the time!*



2. WASHES WITH AERATED WATER!

Set the Temperature Switch for "hot" or "warm" washing... and a bubbly cascade of *air-soft* water gently drenches the clothes. Soap or detergent goes to work *instantly*, even before wash action starts.



3. NEW, IMPROVED WAVE AGITATION!

New surface and under-tow action propels clothes freely and thoroughly through the suds. Your washing comes out sparkling *like new*. Yet Norge's extra-large double four-vane agitator works so *gently* that it actually *prolongs* the normal life of your clothes!



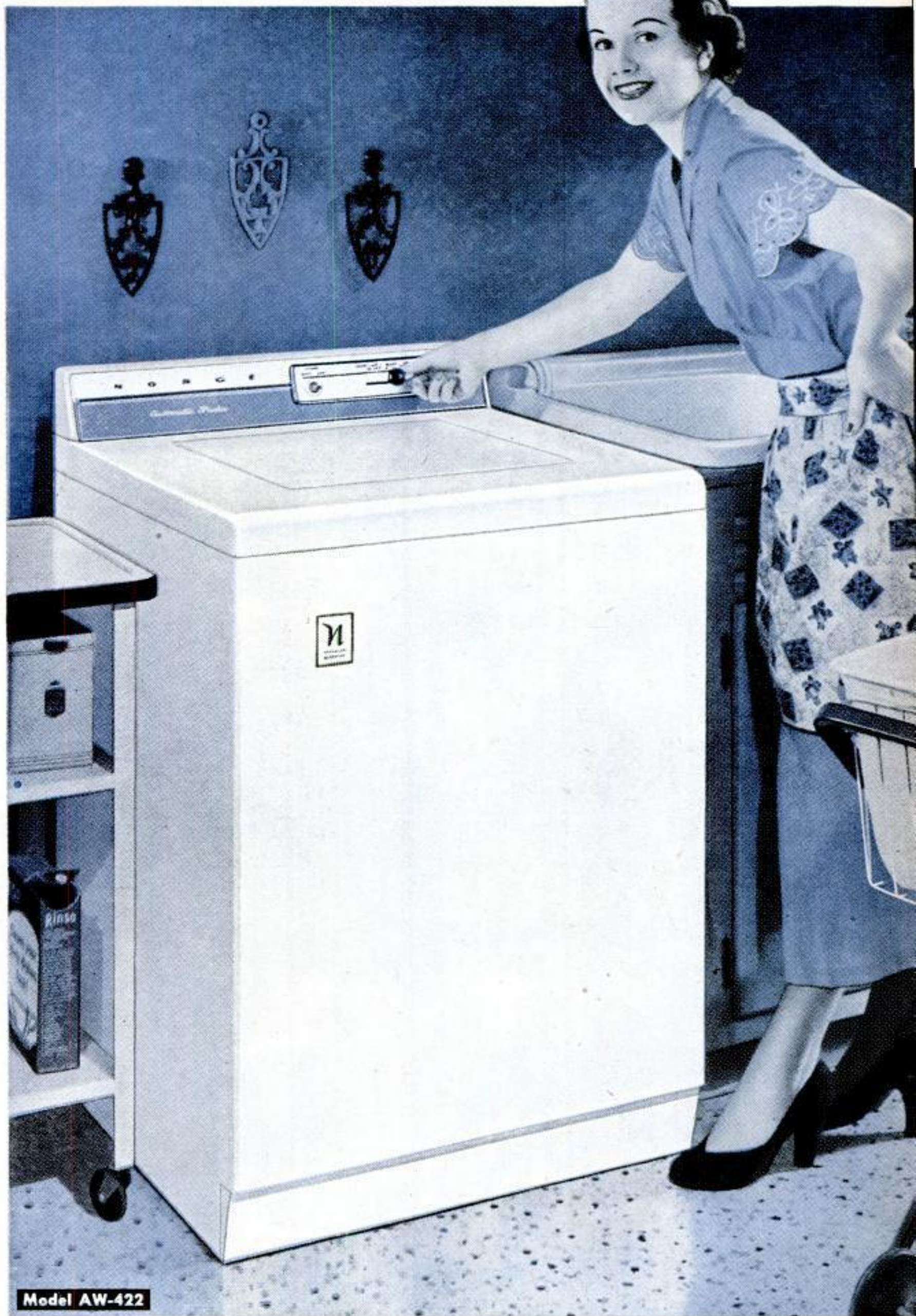
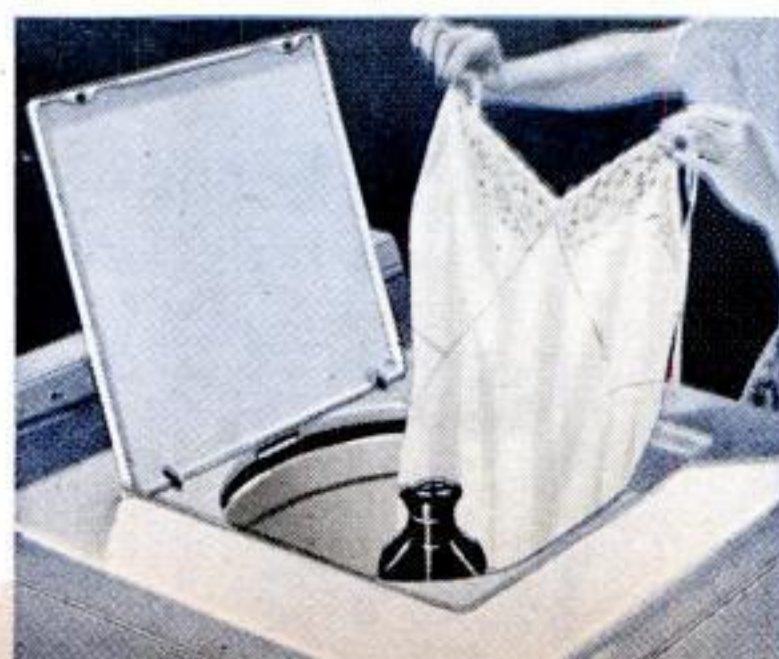
4. BETTER RINSING FIVE TIMES!

Five warm rinses, yet Norge uses less water than most automatics! Two *Spray Rinses*, two *Overflow Rinses* (one agitated), plus an agitated *Deep Rinse* to flush the last soil from every fiber. Soapy water never goes back through your clean, sweet-smelling clothes in this new Norge!



5. TANGLE-FREE SPIN-DRYING!

Even dainty nighties and blouses spin-dry without bunching or tangling. Bath towels come out extra-fluffy. Yet Norge's gentle Super-Spin is so efficient that lots of things are almost ready for ironing!



Model AW-422



6 to 10... AND THEN SOME!

For instance: Free-floating construction... runs smoothly, quietly, with *no bolting*. Life-long finish... stain-and-alkali resistant porcelain top, porcelain tub. Permanently sealed-in-oil transmission... Borg-Warner engineered to last. Toe-recessed, flush-to-wall design. It's the finest automatic washer ever built... yet it costs less, *far less* than many other automatics. Go see it at your Norge dealer's. Go see why Norge dares to say, "There's nothing else like it... anywhere... at any price!"

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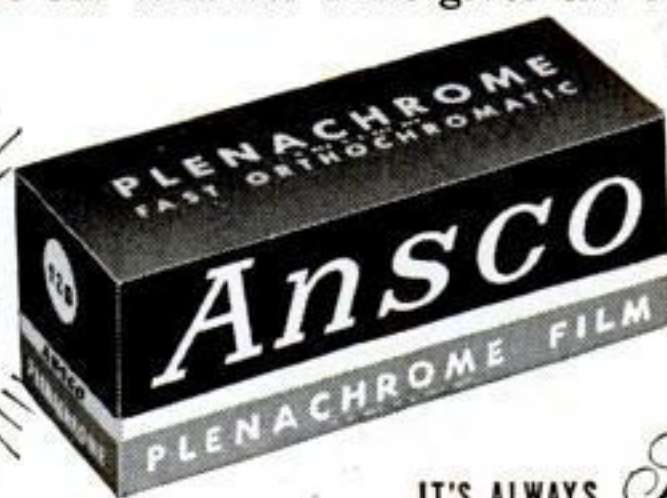
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Indoors or out...in any weather...in any camera!*

Don't trust to luck with ordinary film. Now get clear, sparkling snapshots in all weather, in any camera . . . at no extra cost.

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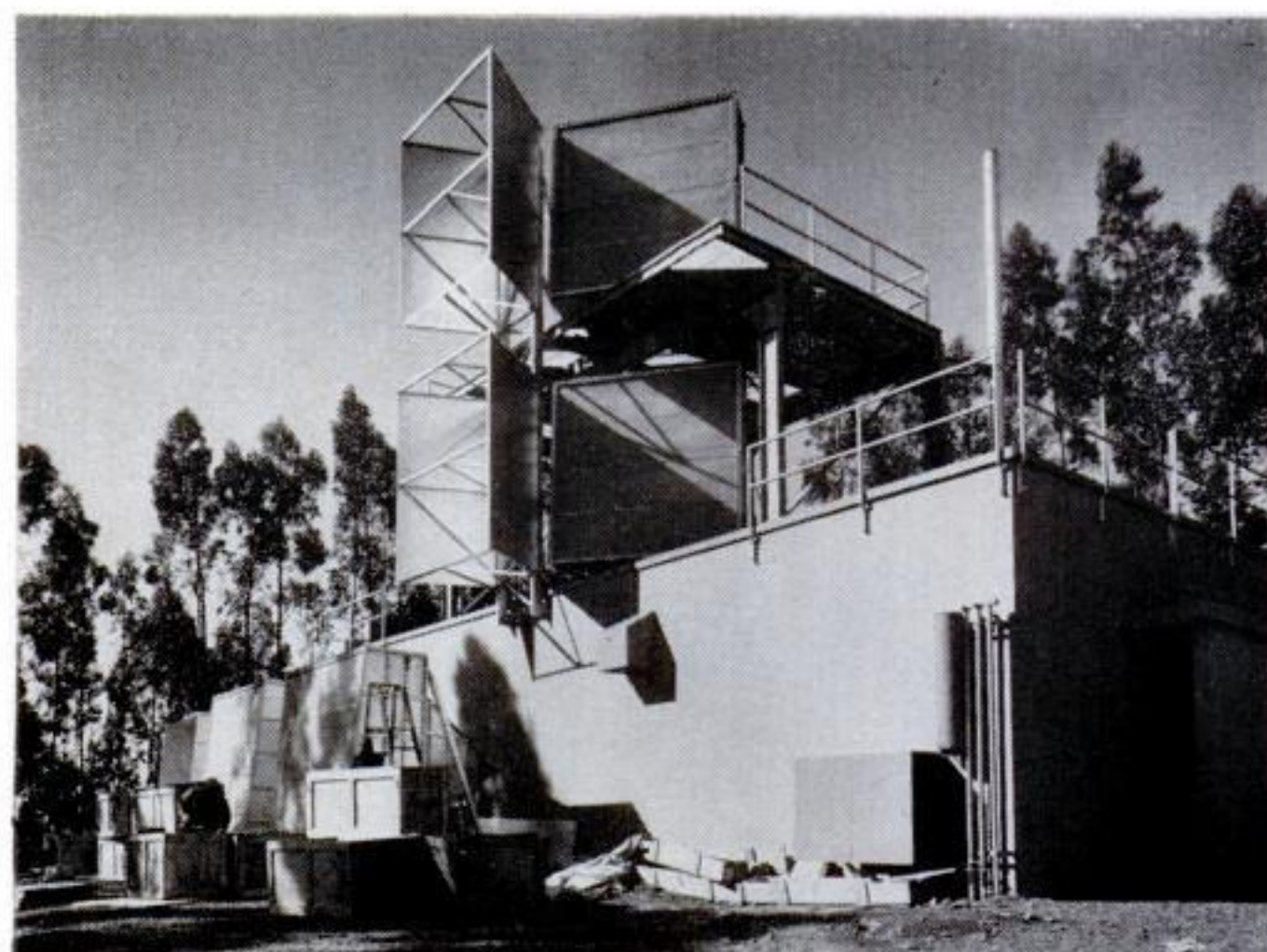


IT'S ALWAYS *Sunny* WITH ALL-WEATHER FILM!



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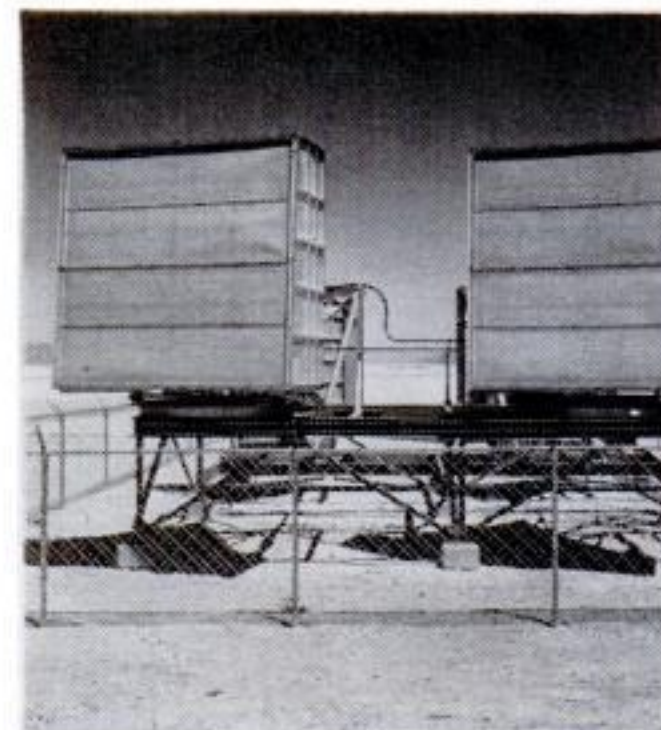
New Era for TV CONTINUED



WEST COAST TOWER is squat concrete blockhouse set on hillside at Oakland, Calif. The lower horn is used to send signals, upper one to receive them.



HIGHEST TOWER in system sits top Nevada's 10,000-foot Mt. Rose.



SHORTEST TOWER is a 6½-foot platform on flats near Salt Lake City.



TALLEST TOWER is 427-foot steel structure rising above Des Moines.



STRANGEST TOWER is concrete shaft standing near New Holland, Pa.



EAST COAST TOWER is a stumpy steel column that perches upon rooftop of AT&T's Long Lines Building on New York City's Avenue of the Americas.

AMAZING NEW NONFAT DRY MILK DRINKING! COOKING! WHIPPING!

STARLAC



*Unbelievable, but true!
Makes 5 quarts nutritious nonfat
milk for as low as 40¢**

**Starlac is milk—with only
the water and fat removed!**

**What wonderful news for housewives every-
where!**

**Now you can get 5 quarts, yes, 5 full quarts
of nutritious nonfat milk for about 40¢*.**

It's Borden's Starlac! Fresh, pasteurized milk—with only the
water and fat removed.

So easy to use! You just put back the water and mix. Then
store in your refrigerator just like any milk.

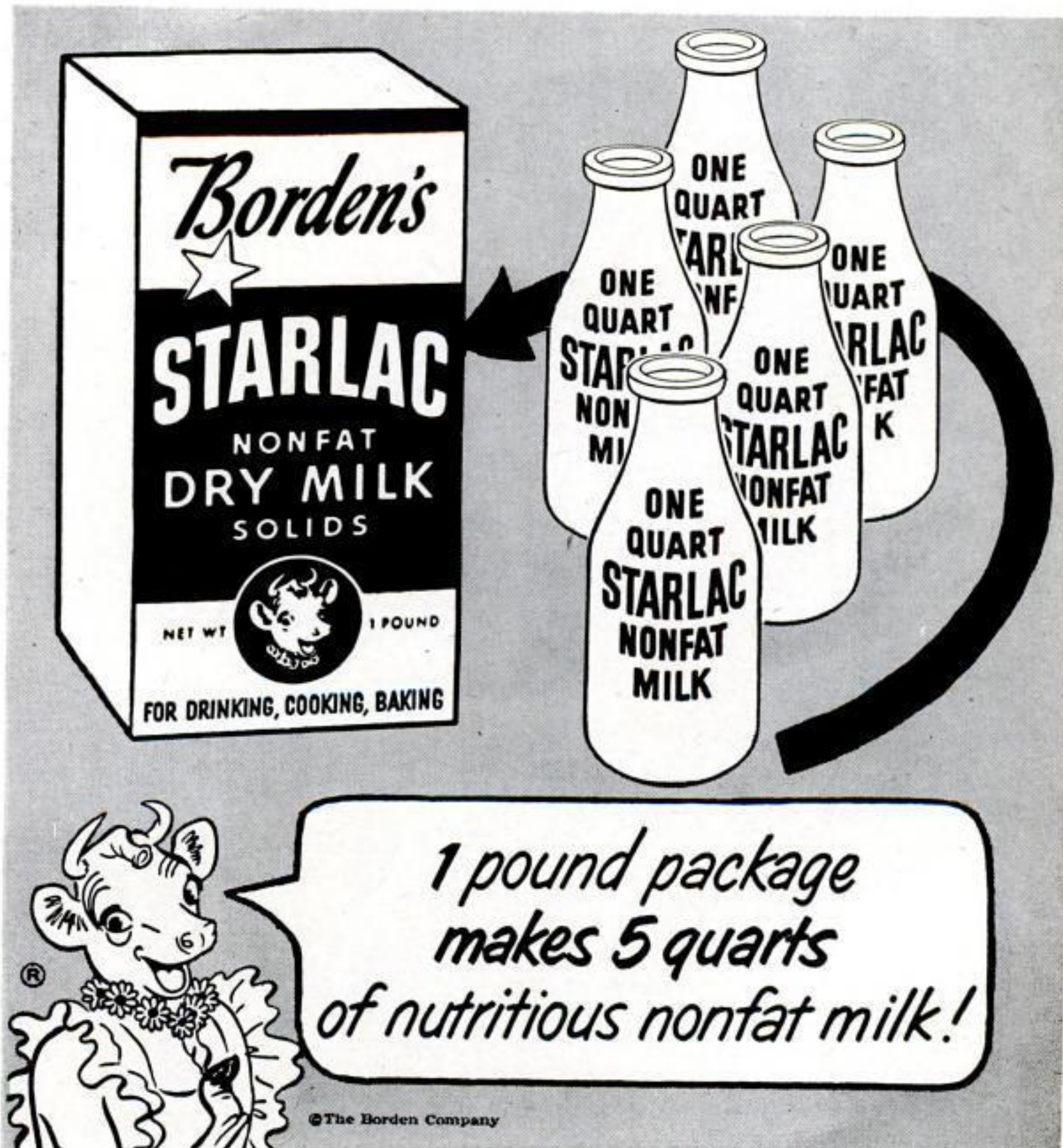
You'll have plenty of fresh-tasting nonfat milk for drinking,
cooking and pouring on cereals. You can whip Starlac, too! (See
recipe on package.)

So nourishing! Starlac gives you all the muscle-building *proteins*,
bone-building *minerals*, valuable *B vitamins* and energy-giving
lactose of the finest milk you could buy.

A miracle of convenience! The Starlac package needs no re-
frigeration. Stays fresh on your pantry shelf like sugar, flour and
other staples. You can reliquefy a cup, a pint or all 5 quarts at a
time.

Discover Starlac at your grocer's today...and remember Starlac
is yours at an *unbelievably low cost per quart!*

*Slightly higher in some areas.



©The Borden Company

"I'm in love with a wonderful bra!"



The Lovable Girl-of-the-Month
painted from life
by William Wills

alluring new **Ringleet** by Lovable

At last...true spiral-stitch bras dream-designed with your budget in mind! Round 'n round whirls the RINGLET single-needle...shaping, firming, *moulding* the precise 4-section cups into the loveliest uplifting bras in all femaledom. And the fit won't ever wash out! Fine rayon satin, nylon or broadcloth...value-priced everywhere at a low, low \$1.50. Other Lovable styles \$1 up. Also in Canada.

WINNER OF CHARM INSTITUTE GOLD MEDAL



for superiority in fit, styling, value!

Any way you figure, it's **Lovable®**

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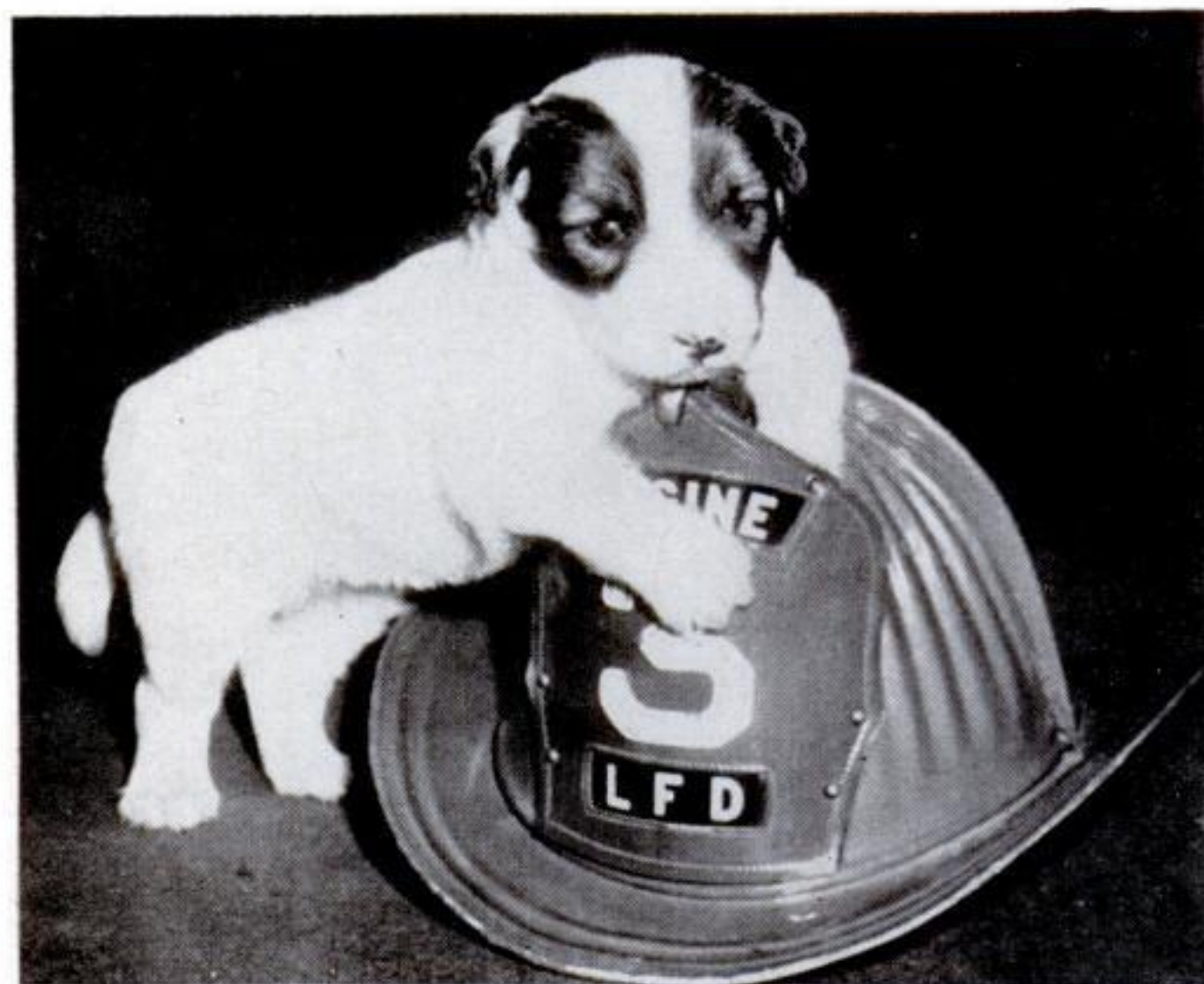


BEGRIMED HERO COMES UP HOLDING WATERLOGGED, ODORIFEROUS PUPPY

SAVED FROM THE SEWER

Cesspool lives to become pet of the firehouse

How the small black and white puppy got into the storm sewer in Louisville, Ky. nobody knows. It could have wandered away from its mother and fallen through the grate. Or it could have been thrown there by someone who didn't want another mouth to feed. A passer-by heard it barking and called the fire department. Six members of Engine Company No. 3 responded but only Fireman Robert Grayson was slim enough to slither down the 14-inch sewer and extricate the half-drowned puppy from the slush at the bottom. Now the pup, named Cesspool by the firemen, has a new home at Engine Company No. 3 and Grayson, hailed as a hero by the local papers, has received two offers: one of marriage, the other of a free fishing trip to Minnesota.



ALL CLEANED UP and no longer smelling like its name, Cesspool rests from its adventure on a fireman's hat. So far nobody has appeared to claim the pup.

In **60 seconds** you'll learn
which whiskey you really like best!

1. Smoother whiskey!

2. Mellow whiskey!

3. Whiskey free
from bite!



Make this taste test today: Just ask a friend or barman to pour about $\frac{1}{4}$ oz. of Calvert into a glass, and the same amount of any other whiskey into an-

other—without telling you which is which. Compare each for smoothness, flavor and freedom from harshness. Then pick the one that really tastes better to you.

Be your own whiskey expert!

Won't you invest just one minute of your time to make a simple, "showdown" taste test between Calvert Reserve and any other whiskey—regardless of price or type? It will pay you to learn which one gives you the greatest enjoyment and satisfaction... which is smoother, mellow, free from bite, burn or sting.

Naturally, we believe you'll switch to Calvert, because it is blended to a taste determined by a "Consumer Jury" of thousands of folks like you. But if you still prefer another brand, stick with it. Fair enough?



It's smart
to switch to
Calvert

Calvert Challenges Comparison
with any whiskey... at any price!

CALVERT RESERVE BLENDED WHISKEY — 86.8 PROOF — 65% GRAIN NEUTRAL SPIRITS. CALVERT DISTILLERS CORPORATION, NEW YORK CITY

Dallas

is less than 5 hours from Los Angeles or New York by swift Douglas DC-6 airplanes . . . only 3 hours from Atlanta. The big, luxurious DC-6 is by far the favorite airplane of experienced air travelers. This was proved in a recent nation-wide survey. When you fly, you can have more time at your destination, or you can be back home sooner.



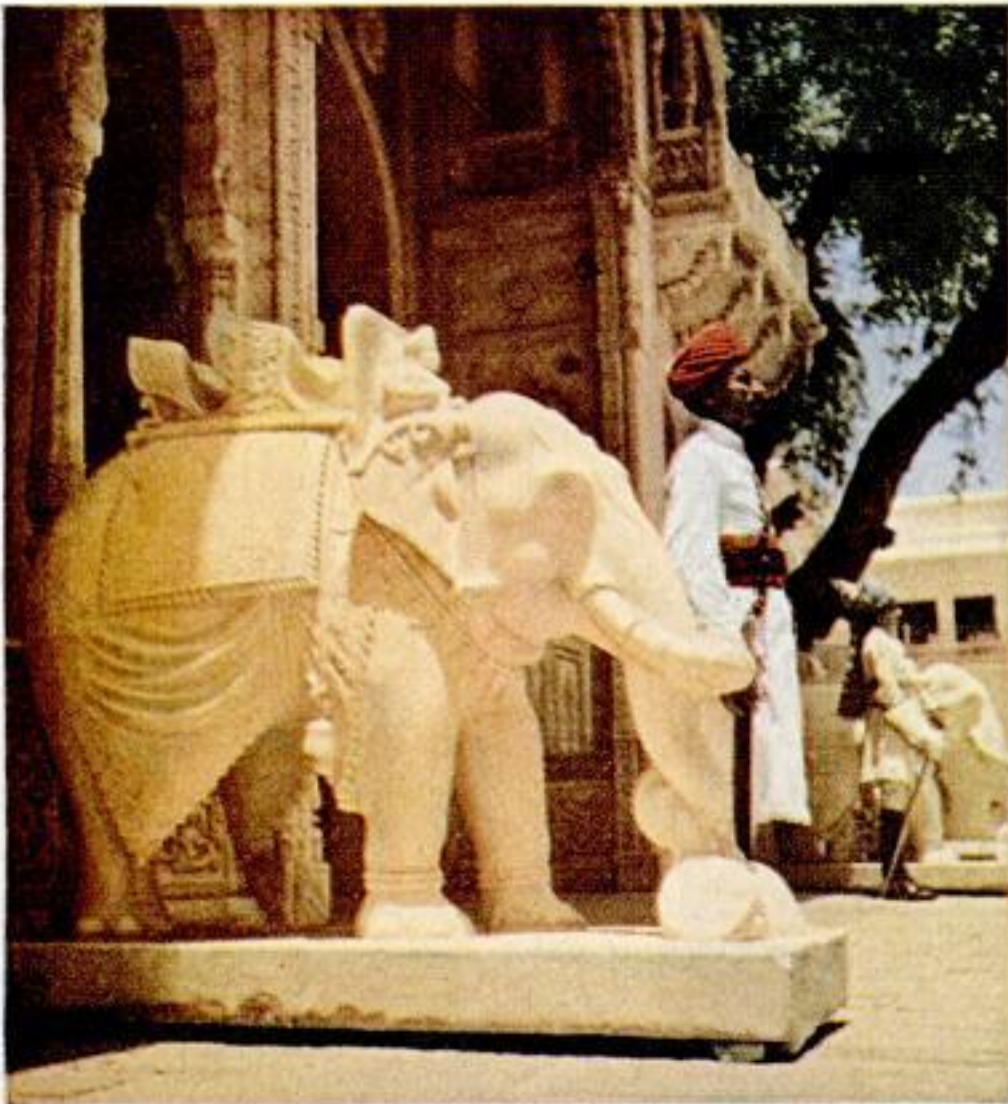
Spend less time going
have more time there
— go by Air!



FLY DOUGLAS DC-6 on these leading airlines of the world

AA Argentine • AMERICAN U. S.
BCPA Australian New Zealand • BRANIFF U. S. • CMA Mexican
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UNITED U. S. • *WESTERN U. S.

*Soon †Cargo only



India . . . in the time it takes to go to India by fastest surface travel, you can go *and return* by Douglas DC-6 airplanes — with many days left over.



Detroit draws busy executives from all over the nation. Speedy DC-6 air service saves them precious days. Tons of urgently needed cargo fly, too.



The Netherlands is overnight from New York by air. You can save nearly two weeks when you fly both ways. "Thrift Season" fares save you money!

Twice as many people fly **DOUGLAS**

AS ALL OTHER AIRPLANES COMBINED

DEPEND ON DOUGLAS WORLD'S LARGEST BUILDER OF AIRCRAFT FOR 30 YEARS • MILITARY AND COMMERCIAL TRANSPORTS • FIGHTERS • ATTACK PLANES • BOMBERS • GUIDED MISSILES • ELECTRONIC EQUIPMENT • RESEARCH



UNDERWATER ART

Mexico's famed artist, Diego Rivera, has discovered a new place to exercise his talents. His latest mural, celebrating man's dependence on water (*above*), adorns the walls and

bottom of a tank which forms part of Mexico City's new water system. When the project is completed, much of the painting will be awash. But Diego says it will not wash away.

CONTINUED ON NEXT PAGE

Exclamation points—!!—in 14K gold form flexible end pieces for this 19-jewel Lady Elgin. \$100

Smart two-plane crystal carries out the design of this Lord Elgin's 14K gold case. \$200

Very feminine Elgin DeLuxe has embroidered effect at the ends. 17 jewels. \$57.50

See how the lines of the bracelet follow the lines of this 17-jewel Elgin DeLuxe. \$67.50

An Elgin with three hearts—the heart that never breaks, two tiny hearts at the ends. \$45

Ideal Elgin for that young man. Small sized for small wrist. 17 jewels. \$33.75

And the beauty you can't see is the heart that never breaks

THAT Lord Elgin Watch in the picture is clean-cut and handsome. And it *would* look stunning on your husband's wrist. But try to forget that for a minute—if you can.

He's a practical man, remember, and he'll want a watch that keeps accurate time. So it isn't just the handsome face that's important. It's the heart of the watch as well.

Elgin alone, of all the watches in the world, has the heart that never breaks. Every new Elgin, and only Elgin, has the DuraPower Mainspring guaranteed to never break. How important is this?

Well, ordinary mainsprings are the biggest reason for watch repairs. They rust. They lose their power. They break. Elgin's DuraPower Mainspring never rusts, never loses its youth, never breaks.

And what's more, skilled American craftsmen have been making Elgin a watchword for accuracy since 1864—almost nine decades ago.

Visit your Elgin jeweler and see the beautiful new Elgins he has for the man in your life. But don't be surprised if you're tempted to look at an Elgin for a lady, too. Yourself, perhaps? Elgin National Watch Company, Elgin, Illinois.

THE WATCH WITH THE HEART
THAT NEVER BREAKS



Every new Elgin, and only Elgin, has the DuraPower Mainspring guaranteed to never break.

ELGIN
WATCHES

The Beautiful Way to Tell Time

All prices include Federal Tax and are subject to change without notice.

CLUBMAN. This 21-jewel Lord Elgin has a graph-design dial highlighted by hairlines of gold. Its black enamel hour track has hours marked on gold as part of the case. Suede strap for added smartness. \$71.50

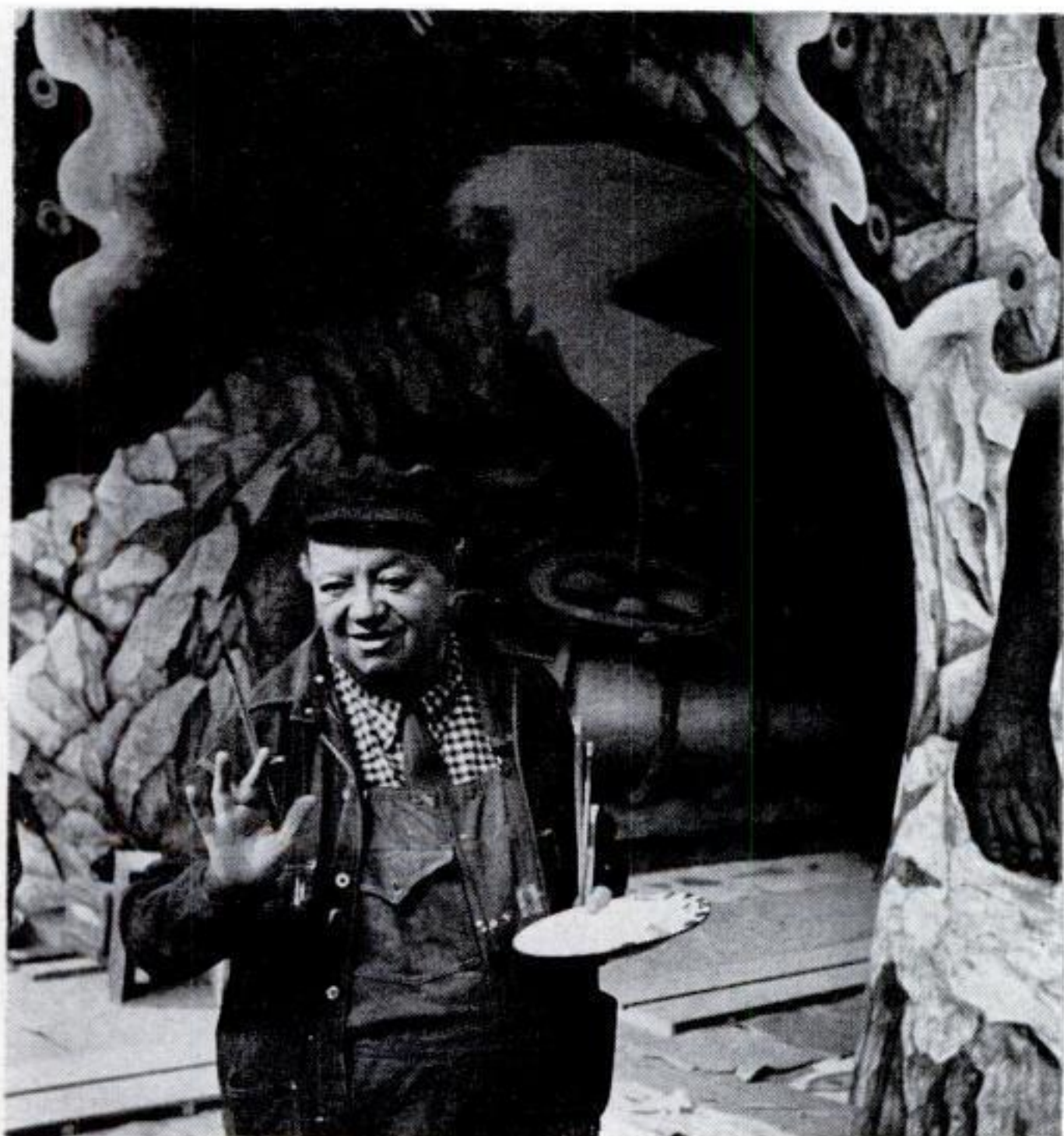




TOPPING TANK is a cupola with figure of the rain god Tlaloc outside. People standing under cupola can look down at Rivera's mural shown on page 73.

FANCY PROJECT ENDS SHORTAGE

As Mexico City's population grew from 300,000 in 1900 to more than three million today, the demand for water exhausted the springs and wells in its vicinity. On most days water spewed from faucets only nine hours out of the 24. In 1942 the government began one of the most prodigious aqueduct systems ever attempted: tunneling through the 10,000-foot high Sierra de la Cruces to bring water from the Lerma Valley some 35 miles across the mountains. On the outskirts of Mexico City, to receive the water for distribution into the city network, there was built a large tank surmounted by a domed, basilicalike structure (above). Then, to glorify the whole project, Diego Rivera (below) was asked to adorn the tank with an appropriate mural. Rivera began work last January by painting a huge circular drop of water (seen in the foreground of the picture on page 73) on the floor of the chamber. Explaining the nearly completed mural to puzzled onlookers, the artist says, "In this drop of water the electric spark gave life to the minerals and made the first alive cell, and . . . the cell began to divide and reproduce and form different colonies of cells, more and more complicated and complete, till the final constitution of human man."



ARTIST RIVERA stops work for talk, which he almost prefers to painting. He painted not only tank but a part of the tunnel through which water flows.

CONTINUED ON NEXT PAGE

Send to London for a Gor-Ray skirt

Order from Bond Street,
direct by post.



Yes—you can get your tailored skirts direct from Bond Street, London—the source of all that's wonderful in British tailor-mades. Last Spring, Gor-Ray of Bond Street made a similar offer—and today, hundreds of enthusiastic American women are still expressing their delight by sending repeat orders! No doubt about it, you, too, will love these truly British aristocrats . . . you'll love their gallant swing, the touch of their soft, British-loomed woollens, their slenderising hipline, the definite distinction of their cut.

You can choose an Oxford grey flannel skirt made with sun-ray stitched pleats (shown left)—or the skirt pictured on the right, with knife-stitched pleats, in all worsted 100% virgin wool, in a variety of wonderful authentic tartans.

Here are skirts you'll not find in any store this side of the Ocean. Here is skirt value you'll find nowhere else. They are styled by Gor-Ray, Britain's best-known skirt makers, especially for the young American: the hip-slimmed pleats are permanized, the sizing is American, and they are zippered, of course.

Mail the coupon, and in just about three weeks the parcel with a British postmark will be on your doorstep.

Write today for your Gor-Ray skirts.

★ Send **\$10** for each grey flannel skirt

Send **\$15** for each tartan skirt.

★ Pay \$2.75 per skirt U.S. Customs Duty to your Postman on the grey flannel and \$4.25 for the tartan.

SEND DIRECT TO LONDON to Palmers Ltd. 96 New Bond Street, London, W. 1 (airmail 15c, ordinary 5c)
(as Agents for Gor-Ray)

FOLLOWING TARTANS AVAILABLE

Red MacLaine Kerr Royal Stewart	Blue and Green Green Sinclair Gordon Black Watch Colquhoun
Red and Black Wallace Black Stewart	White and Red Dress Stewart
Blue Elliott	Green and Red Lindsay Erracht Cameron Hunting Menzies
Grey Hunting MacPherson Grey Douglas	Brown and Green Hunting MacKinnon

Enclosed find (Send cash, banker's draft or international postal order.)

Send Grey Flannel Skirts, size

Send Tartan Skirts, size Clan

Please specify alternative Clan

Size	12	14	16	18	20
Waist	25"	27"	29"	31"	33"
Hip	36"	38"	40"	42"	44"
Length (to hem)	31½"	32"	32"	31½"	31"

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Address

City Zone State

Whatever you make
BOVRIL
 Makes it Better!




BOVRIL
 FLUID EXTRACT OF BEEF WITH DEHYDRATED BEEF
 PRODUCT OF ENGLAND
 HIGHEST EXTRACT OF BEEF BEEF STOCK HYDRO
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Bovril can be used in so many ways! Try it in sauces, in soups; as a bouillon, as a beverage. It adds flavor, color, real meat protein.

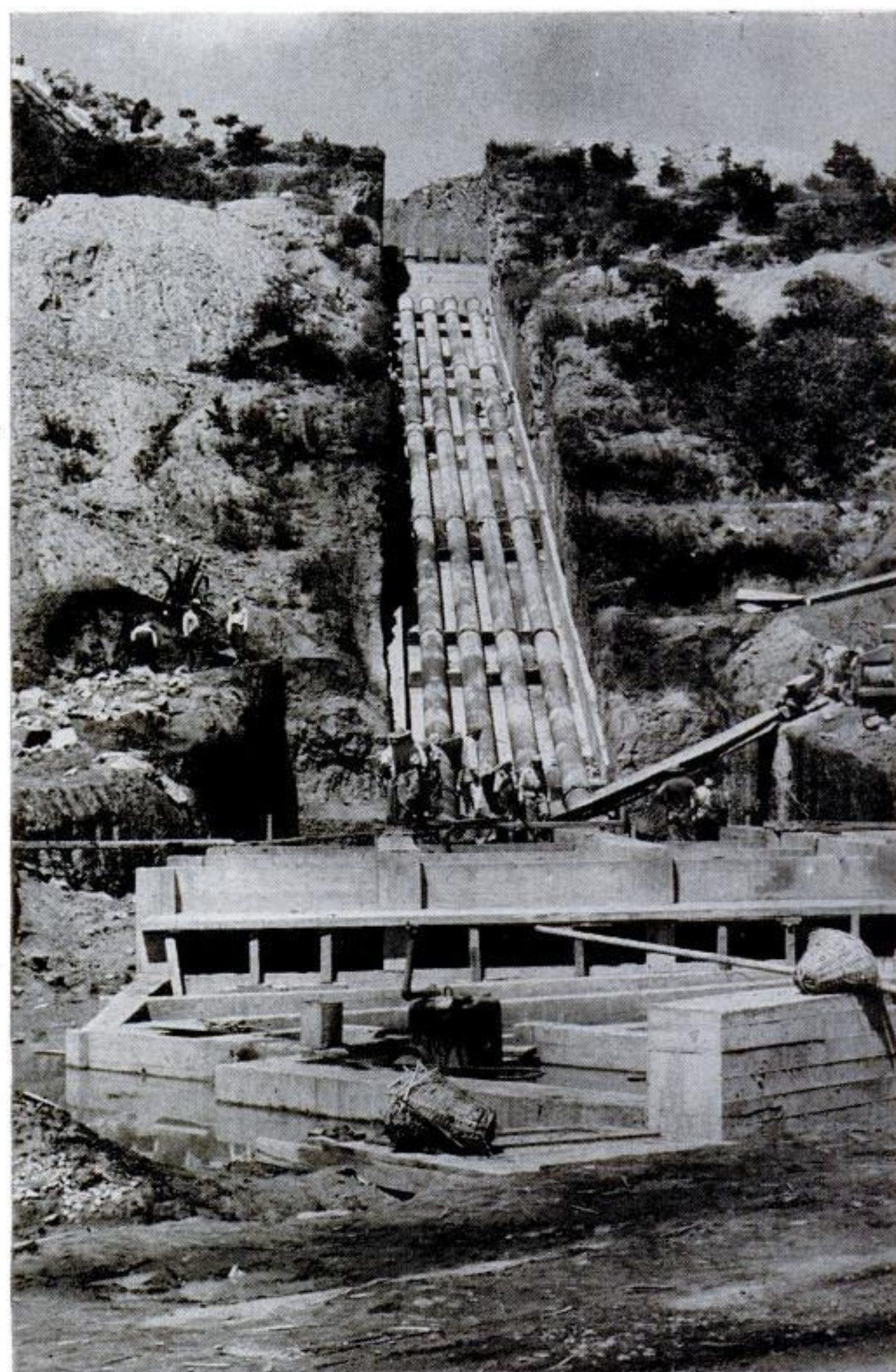
Bovril is the world's largest selling beef extract!



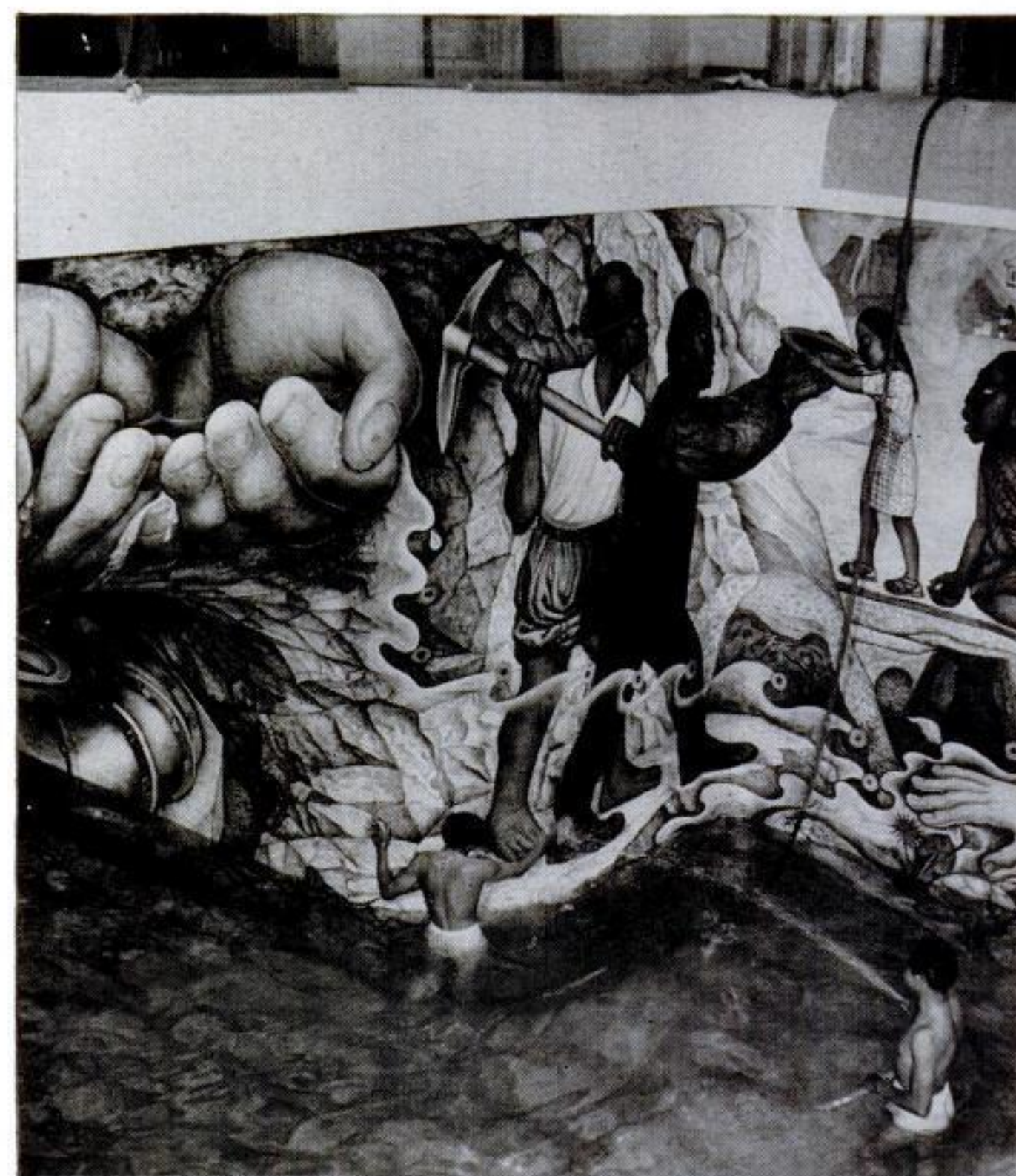
In extract or cubes...

BOVRIL PUTS REAL BEEF IN IT!

Underwater Art CONTINUED



AQUEDUCT PIPES follow surface contours of the land for part of way, join with tunnels under larger hills and mountains. The project has cost 35 lives and more than \$24 million but will supply 140 million gallons of water daily.



WASHING MURAL, workers use hose and sponge. To protect painting from water erosion Rivera mixed a plastic emulsion with pigments. Mexican government paid Rivera \$57.80 per square meter for the 280 square meters of work.



One Big Reason

why Americans produce more and live better than any other people on earth: This nation has a system of railroads that moves more tons of freight more miles—at a lower average charge—than any other common carrier transportation system in the world.

**Association of
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Listen to THE RAILROAD HOUR every Monday evening on NBC.

When a Woman Gets a Notion... *by plane*



MAGIC-SIZER HAIRNET...

Only Kleinert's makes this fit-all, adjustable nylon hairnet. Magic-Sizer makes it fit any hair-do, any head, without pins or knots to tie. Package of 2 nets... about 25¢



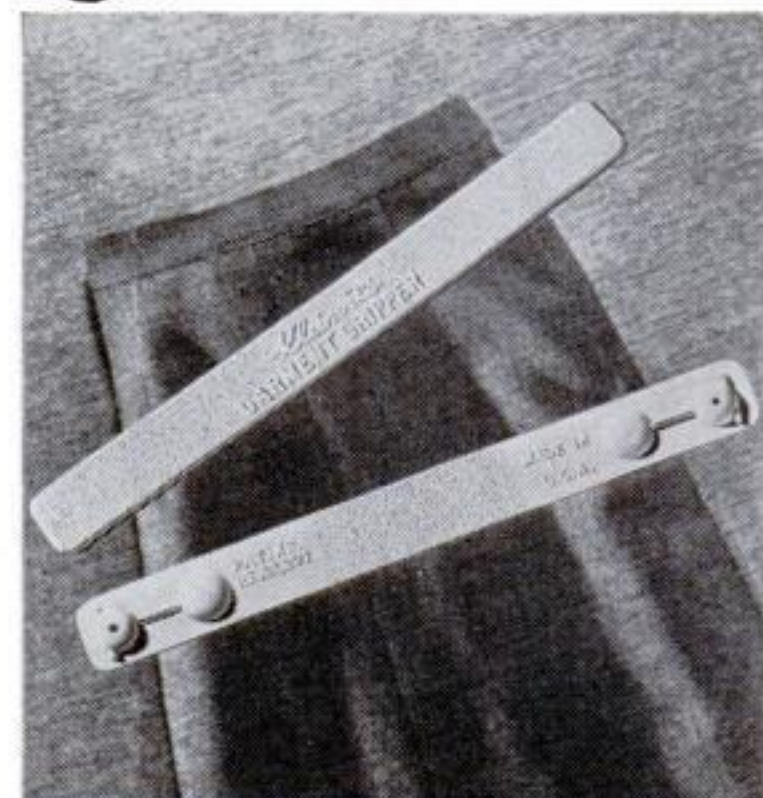
PUCKER NITE CAP...

Protects your wave and keeps you pretty, too. Elasticized rayon and cotton. Fits all head sizes. Choice of white, pink, blue or yellow with white nylon lace trim. About \$1



GARMENT GRIPPERS...

Kleinert's grippers keep blouse and skirt together. No sewing needed. So quick and easy to attach. Just fasten grippers to skirt and blouse will not ride up. About 50¢ pair.



† According to independent survey by a national research foundation.

Kleinert's



the new
taller,
trimmer,

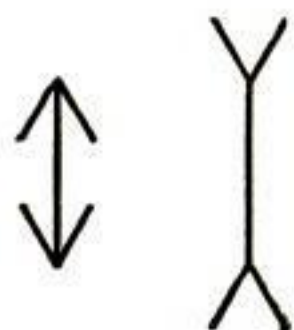
picture-frame heel

for the
loveliest legs
of your life...

and suddenly your ankles look slimmer

...your legs more beautiful than ever!

It's the principle of the
optical illusion! Just as
the black line to the far
left seems shorter than the
line at the right of it...so we
have ingeniously designed the
picture-frame heel to create an optical
illusion which, by actual test, makes the
ankle look slimmer. Try them today for the
loveliest legs of your life!



PICTURESQUE

picture-frame heel STOCKINGS

with self-color picture-frame heel... now only \$1.75
with navy, black or brown picture-frame heel and seams... now only \$1.95

At leading stores everywhere... or write for name of your nearest store.

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MOON-MEN AND A MOON-GIRL IN LOCAL COSTUMES SPRAWL OVER THE LUNAR LANDSCAPE IN A DRAMATIZATION OF THE HIT SONG "HOW HIGH THE MOON"

HIT 'EM AGAIN

Program strains to provide songs with new settings week after week

Though it used to listen to music placidly by the hour on its old radio sets, the TV audience begins to fidget when it has to watch musicians for more than a half-a minute at a time. No one is more troubled by this than the producers of Lucky Strike's *Your Hit Parade* (NBC-TV), who have to cudgel their brains to create 10 brand-new dramatic numbers each week as a visual accompaniment to the public's favorite

melodies. But their real headaches begin when the same song sticks on week after week, and every Saturday night the producers have to concoct new ways to serve up old tunes. In the case of especially tenacious songs like *How High the Moon* (above and next page) the bedeviled scriptwriters sometimes long for bygone days when the public felt that good tunes, unlike good children, should be heard but not seen.

CONTINUED ON NEXT PAGE

Whatever you do— Wear Carter's Trigs for comfort!

At work or play... every day... live in comfort with Carter's Trigs. The trick is in the knitting. Only Carter's knit gives Carter's fit... and the elastic will never let you down!

(And cotton knits need no ironing)

DAD's New Trigs Super T-Shirt with Neva-bind → Sleeves, Nylon-Set → Neckband, \$1.50. Mid-lengths, \$1.40

LAD's athletic shirt, \$.85, and briefs, \$.89

YOUR Carter's Trigs can be briefs, mid-lengths, or longs, athletic shirts or T-shirts. Carter makes 'em all in light or warm fabrics.



Psst! Carter's makes fine underwear for the entire family!

The William Carter Co., Needham Heights 94, Mass.

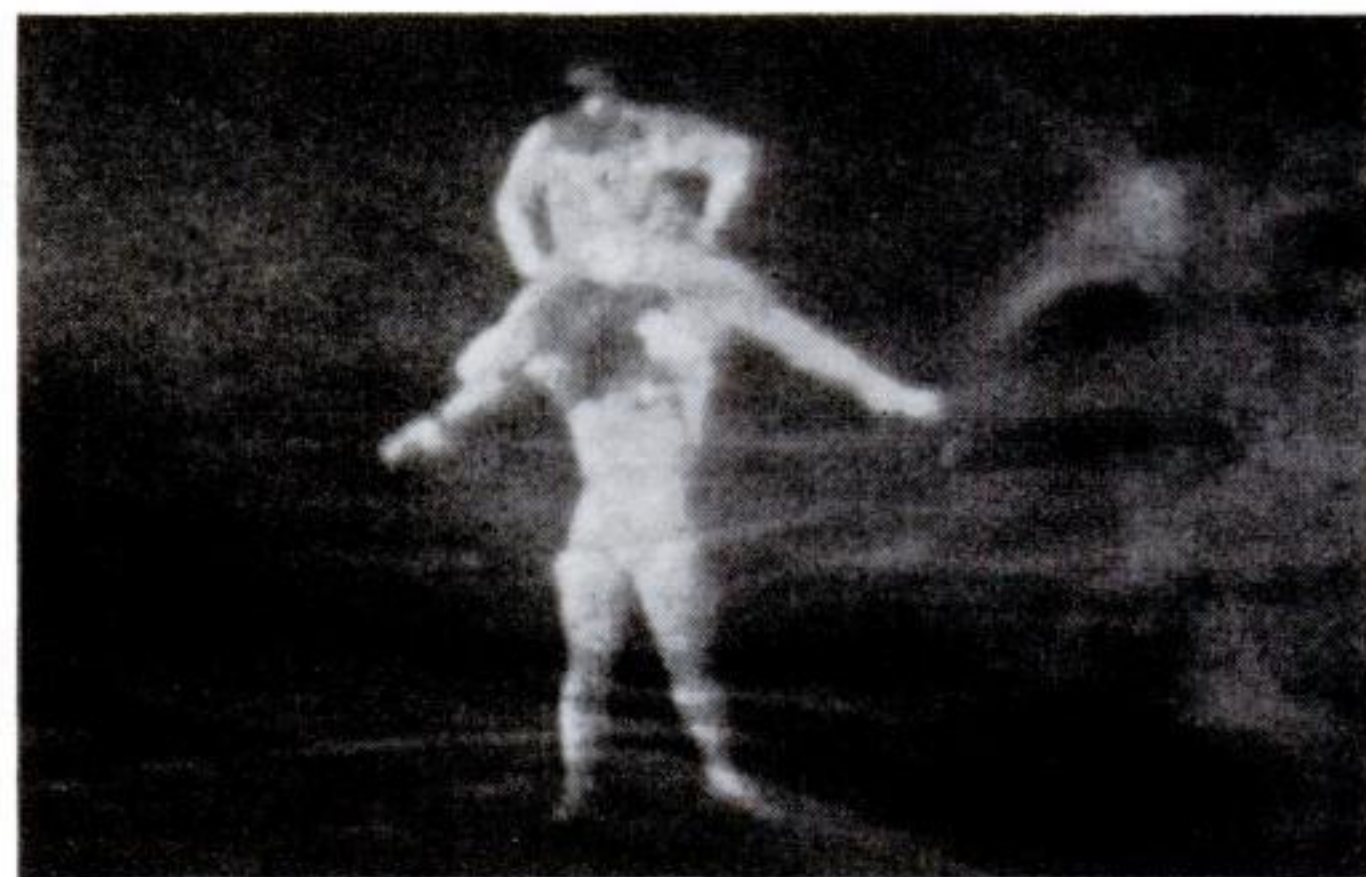
Hit 'Em Again CONTINUED



"HOW HIGH THE MOON" was on show for nine weeks. First week Singer Dorothy Collins was multiplied into quintuplets by prism lens on the camera.



DREAM technique for second week showed a moon-struck sailor listening to the tune while his subconscious peopled adjoining space with a girl's legs.



ASTRONOMY was called in on *Moon's* third week to show dancers beating out the music of the spheres while Snooky Lanson sang the familiar words.



SENTIMENT ruled *Moon's* ninth week when Eileen Wilson fitted words of song to romantic adventures of young lady in park crowded with young lovers.

CONTINUED



Blissful Comfort — and no "after-crush"

This luxurious cushioning stays plumply unrumped for life



FEEL HOW AIRFOAM molds itself to every pressure—
responds with an instant buoyant "uplift"!

BEAUTIFUL furniture is to live *with*, not to live *for*—so you'll be glad to know your furniture-fussing days are over. Over—if your furniture is cushioned in gloriously comfortable AIRFOAM that plumps *itself* up after using!

And AIRFOAM has *many* timesaving, moneysaving qualities found in no other form of cushioning:

It never needs fluffing up. It never harbors dust. It never sags or hollows out like old-fashioned cushioning. It just

naturally keeps its plump, unrumped company—look through every "morning after"—through the years!

You see, *genuine* AIRFOAM's millions of tiny air cells tirelessly adjust their shapes to yours—give you cool, blissful, buoyant rest—and then plump right up to cradle the next lucky user!

You can take your pick of AIRFOAM in any style furniture—or bring new life, looks and comfort to old furniture by re-upholstering with AIRFOAM. For lifetime ease and beauty without fuss, muss, or dust, be sure to get *genuine* AIRFOAM!

Goodyear, Airfoam Dept., Akron 16, Ohio.

Airfoam
SUPER CUSHIONING BY
GOOD YEAR
THE GREATEST NAME IN RUBBER

Airfoam—T.M. The Goodyear Tire & Rubber Company, Akron, Ohio

MCGREGOR* CREATES A GREAT NEW SPORT SHIRT COLLAR



"Scott Sweep"

SPORT SHIRT in

America's most washable rayon gabardine

6.95

McGregor achieves the world's first truly convertible collar! Special stays mean it won't curl, won't wrinkle—will stay neat with or without a tie! And this collar is a superb new style. Closed, it's not too wide, not too narrow. Open, it rolls softly, naturally. Adroitly saddle-stitched collar and pockets and single needle freedom shoulders.



HIS BIRTHDAY IN
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He'll never forget you
gave him McGregor

Academy of Designing
Gold Medal for 1951 to
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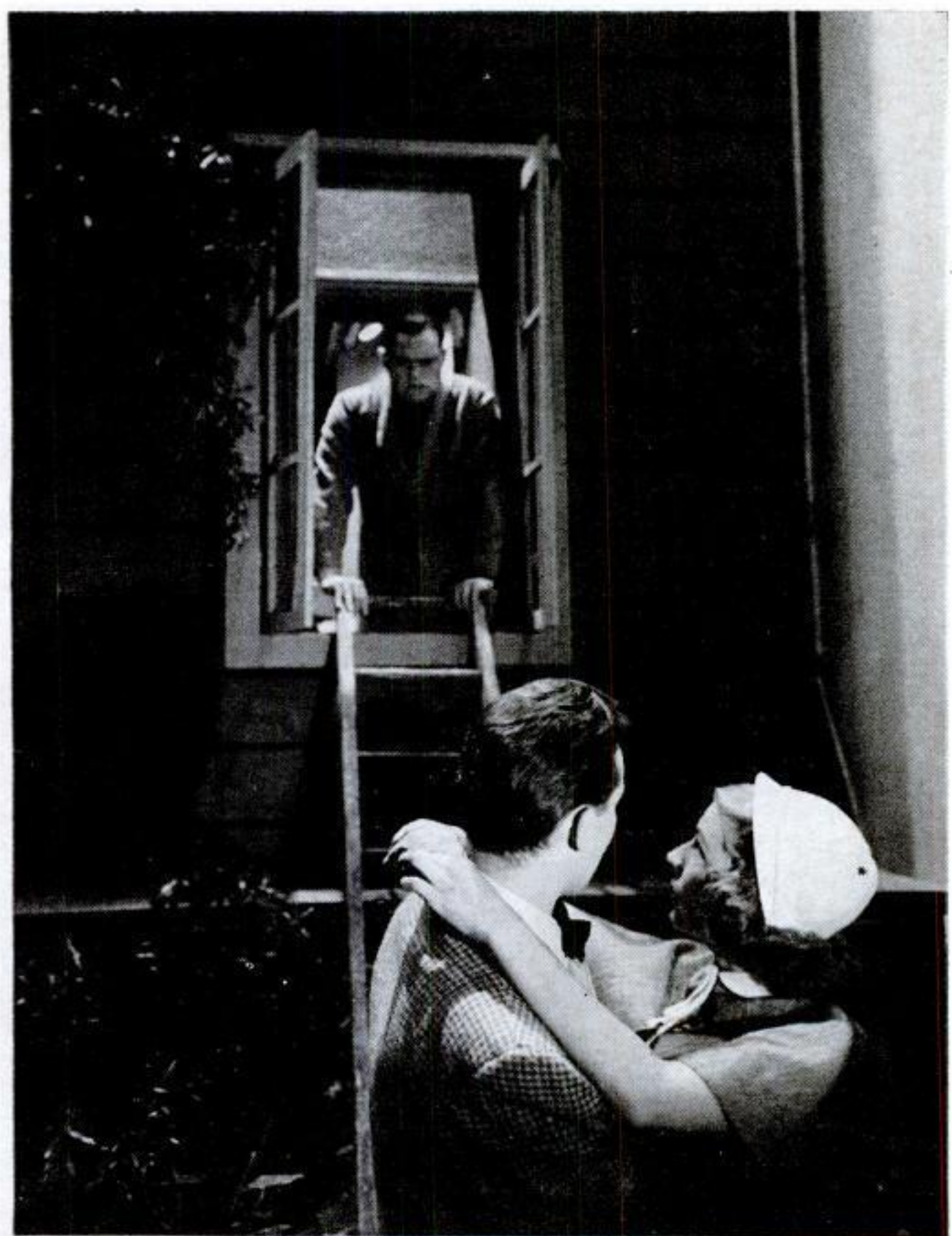


TRADEMARK MADE IN U.S.A.

Also available in Boys' Sizes or write—MCGREGOR SPORTSWEAR—DAVID D. DONIGER & CO., INC. • 303 FIFTH AVE., NEW YORK 16, N. Y.



"MOCKIN' BIRD HILL" was sung on one week's program while dancers simulated flowers (top) in rustic settings. No mockingbird made an appearance, but quick-witted writers got it into another show (bottom) by means of a sign.



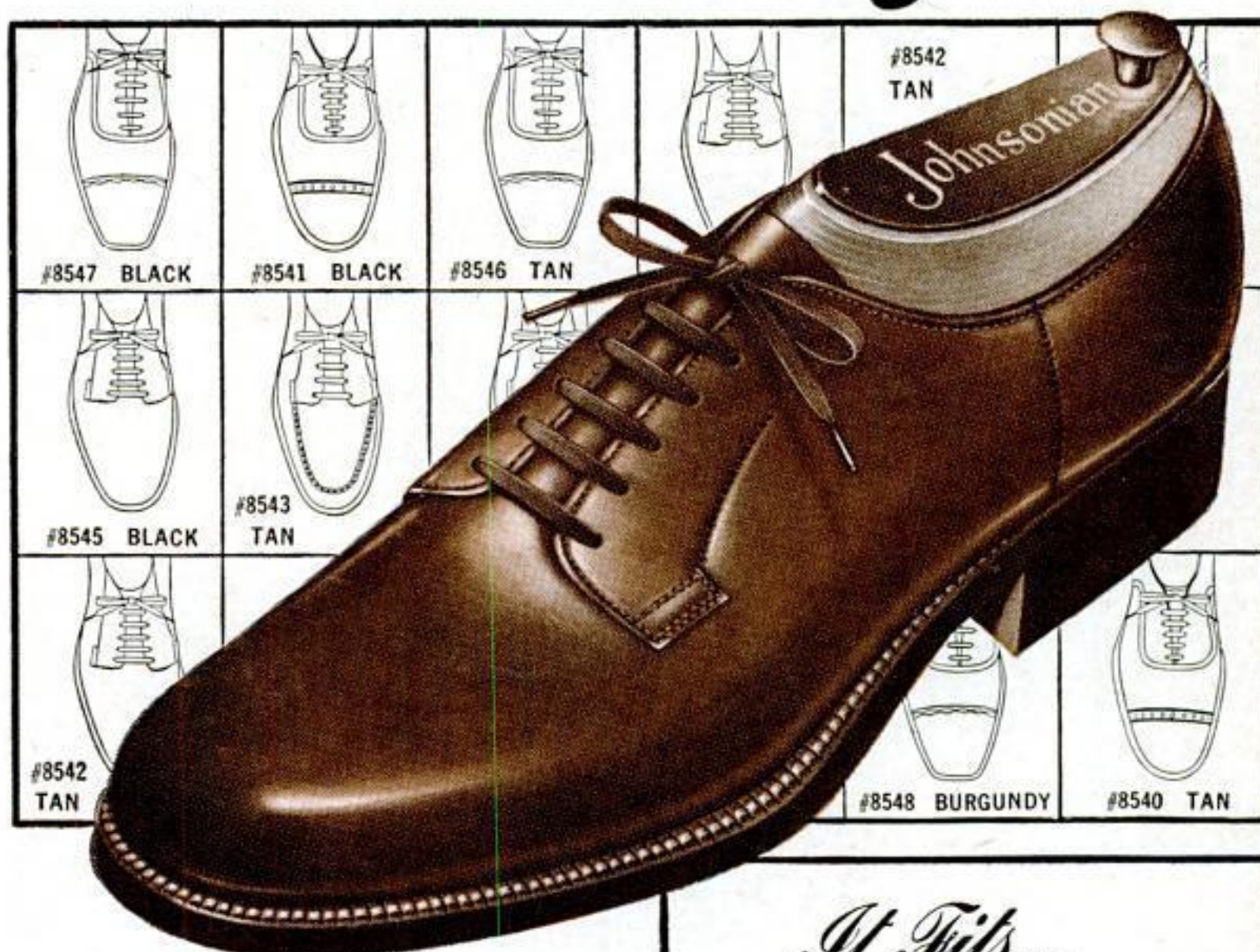
"TOO YOUNG" proved to be an easy one to translate into simple dramatic terms of the show. Underage lovers could be maneuvered into such classic situations as an elopement (above) or a rebuff by a marriage-license bureau.

CONTINUED ON NEXT PAGE

New Shoe Design

Gives More Comfort

Reduces Fatigue



Scientific research proves that fatigue and body aches caused by foot trouble can be relieved

If you have leg-ache, back-ache or body fatigue your feet may be the cause . . . and 7 out of 10 adults do have these symptoms of foot trouble.

Most foot trouble comes from shoes that permit the heel to roll inward under body weight. The Guide-Step principle has solved the problem with shoes that are correct, not corrective. Good looking, too!

Get the full story on Johnsonian Guide-Step by mailing the coupon. You'll get a booklet that may show you the way to walk better, look better, feel better!

SMARTEST SHOES  ON THE SQUARE

It Fits...

YOUR FOOT IN ACTION



- ① Cupped heel prevents inward rolling—pear shape eliminates heel slip in action.
- ② Shank and forefoot shaped to guide weight to outer edge of foot for support in action.
- ③ Lacing area repropor-tioned to avoid excessive pressure over instep in action.
- ④ Forefoot designed so that every toe can flex with proper support in action.

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Yosemite to Cape Cod... Duluth to The Everglades... wherever you travel, your car will enjoy its vacation, too, on 100% Pure Pennsylvania Motor Oil. Your engine will purr with new vigor at mountain grades and desert heat. Wherever the road leads, you'll get there with smooth, wear-free power... *and on less oil.*

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For your protection, only oils made from 100% Pure Pennsylvania Grade Crude which meet our rigid quality requirements are entitled to carry this emblem, the registered badge of source, quality and membership in our Association.
PENNSYLVANIA GRADE CRUDE OIL ASSOCIATION
Oil City, Pennsylvania

Hit 'Em Again CONTINUED

SPY STORY FOR 'BE MY LOVE'



FARFETCHED MASTERPIECE was a spy story enacted to the spirited rendition of *Be My Love*. While singing the words, Eileen Wilson, as a beautiful foreign spy, spikes an officer's champagne with poison from her ring, encourages him to drink, drapes herself in fur as she leaves with his secret documents and is finally arrested by counterintelligence agents, while the orchestra continues the amorous strains. The number ended with a waving American flag.



Sign of a Good Host



Jockey hitching posts that invited guests to tarry are another old Kentucky tradition—another sign of a good host.

It takes but a taste to see how OLD TAYLOR honors the traditions of old Kentucky. Its richness, its smoothness, its flavor—all stem from the fact that OLD TAYLOR is the master achievement of master distillers. It's the *only* bottled-in-bond bourbon that bears the famous signature of E. H. Taylor Jr. & Sons. Serve OLD TAYLOR with pride. It's a hallmark of excellence that every guest recognizes. *The Old Taylor Distillery Company, Frankfort, Kentucky.*

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KENTUCKY STRAIGHT BOURBON WHISKEY

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General Electric announces:

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What a difference! With this great, new General Electric Cleaner in the middle of the room, you can clean every inch of space *without once moving the*

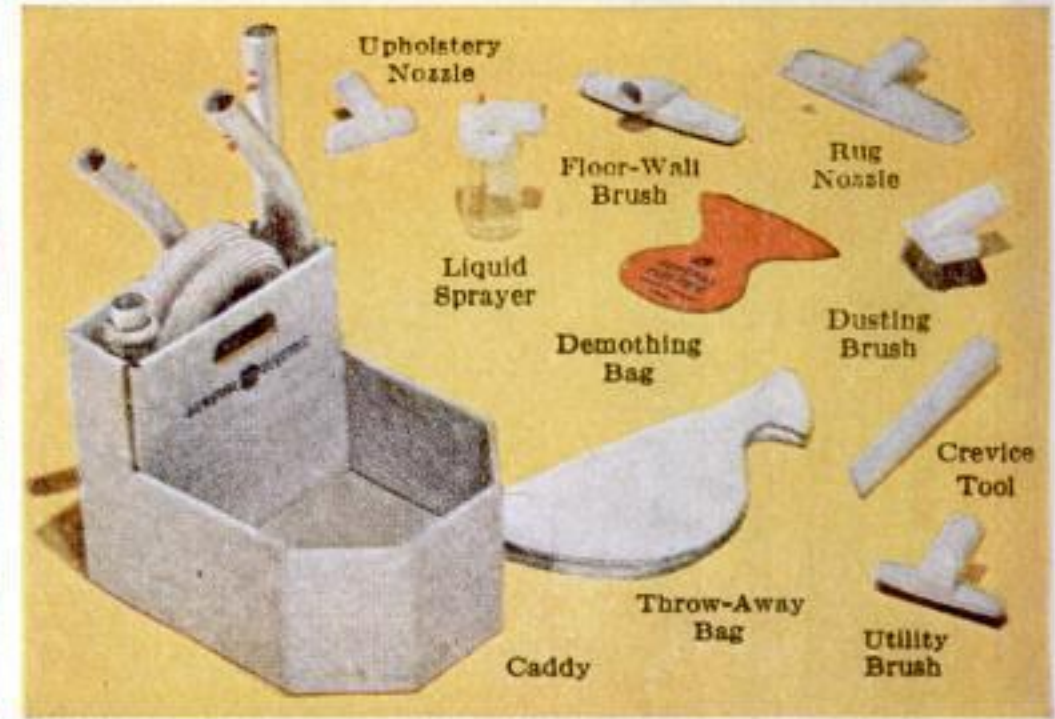
cleaner! And it is easily moved from room to room... glides over the door sills. So light to carry upstairs or downstairs.



You don't even see the dirt! With the larger, narrow-neck Throw-Away Bag—you just lift the lightweight top off the cleaner—lift the bag out, and toss it away. Try it with white gloves on... there's *never* any stray dirt!



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in the world to "REACH-EASY" CLEANING!

Its amazing swivel-top lets you clean the average living room without once moving the cleaner!

Get rid of all your old ideas about how to clean a house! Here is a wonderful *new* kind of vacuum cleaner that does the complete home-cleaning job with phenomenal ease and time-saving thoroughness! Look:

- 1. Clean a whole room without moving the cleaner!** Wait'll you see how the unique swivel-top works its magic. You simply place the cleaner in the center of the room—then by rotating the top—you reach every corner without the usual *tug-of-war!* That's "Reach-Easy" Cleaning!
- 2. Dirt-getting ability maintained as bag fills!** General Electric engineering *and* gravity work together to keep the suction head free of dirt—hence *this* cleaner, unlike other cleaners, doesn't lose its suction as the bag fills.
- 3. Larger disposable bag than any other cleaner!** So practical... its narrow neck design means you don't even see the dirt—let alone get it on your hands or clothes or floors! And *because* it's extra-large—it has to be emptied only a few times a year! No bag or can to empty!
- 4. At last here's a cleaner** with a soft gentle air exhaust. You've never dreamed that a cleaner could be so quiet! Its air-cooled motor is mounted in *live* rubber and cushioned with everlasting spun glass. And—of course—there's no troublesome radio or television interference!



YOU'LL BE PROUD to own this great new General Electric Cleaner. And you'll agree that it is one of the *handsomest* appliances ever to wear the G-E monogram.

Unfortunately, we're not able to make as many of these new cleaners as we'd like to, so you may find that your near-by dealer can't deliver yours immediately. We do hope you'll be patient, however, for this General Electric Cleaner is the finest made—well worth looking or waiting for. General Electric Company, Bridgeport 2, Connecticut.



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THE FORGOTTEN ARAB REFUGEES

Friendless exiles from Israel, they suffer—and hate the West

by JAMES BELL

THREE years ago an Israeli army swept through northern Palestine, driving some 50,000 Palestinian Arabs before it. The Arabs fled first from Haifa, then from Acre, then into Galilee, their numbers swelling with each retreat. Finally they crossed from Nazareth into the bare, low, alien hills of Lebanon. The journey from Nazareth to Bint Jbeil on the Lebanese border is not a long one. A man can walk it in 10 hours. The Arabs had three or four old cars. They had a few sick women, a few old men, a few young wives heavy with child. It took the 50,000 a full week to evacuate their homeland, and about 100 people—mostly old people and young babies—died along the way.

Some 7,500 of these refugees stopped, in various stages of exhaustion, at the old Phoenician port of Saïda, 40 miles inside Lebanon on the Mediterranean. There, in August 1948, a refugee camp was established. The Palestinians who came to Saïda did not expect to stay long. Many of them had locked their houses and stuck their keys in their pockets. When the armies of the Arab League started rolling, they thought, they'd go back home and take up their lives again. Few Palestinians believed the Jews could hold on to northern Palestine for more than a week.

Last month, when these refugees, now 11,000 strong, reached the third anniversary of their exile, they held no celebration. No one raised a flag or made a speech or dedicated a monument. Those who realized it was the end of the third year did not talk about it if they could help it. For the most part, the displaced Palestinians at Saïda were sullen, bitter and almost hopeless.

The Saïda refugees are representative of



BORN IN MIEH MIEH REFUGEE CAMP THREE YEARS AGO, AMIRA SHUNAWI HAS KNOWN NO OTHER HOME



THE SAÏDA CAMPSITE on the hot Lebanon shore of the Mediterranean has two principal centers, Ein Hilweh in the valley (*above*) and Mieh Mieh on the hill.

The ships in the distance are tankers taking on oil that has been piped to the sea from Saudi Arabia. The refugees' homeland, now Israel, is only 25 miles away.

CONTINUED ON NEXT PAGE



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ARAB REFUGEES CONTINUED

their fellows in misery—some 880,000 Arabs who abandoned their homes and now cannot return to them. They are distributed over the Middle East: 199,000 in Egypt, 106,000 in Lebanon, 84,000 in Syria, 467,000 in Jordan and 24,000 in camps in Israel itself. The Israeli government thus far has taken the position that Arabs who remained peacefully in their homes (about 145,000 did) can keep them, but those who fled cannot regain their property. The refugees have little faith that the U.N. Conciliation Commission for Palestine meeting in Paris this month will solve their problems. They remain in pawn to the many disputes between the Arab states and the Israeli government, and they trust neither side.



SAID KAWASH says refugees trust only Arab people.

In 1945 President Truman acted drastically to get 100,000 Jewish refugees accepted into Palestine. Now no one acts drastically to solve the problems of these Arabs whose misery is every bit as great as was that of the European Jews. One thing, however, is certain. The Arab refugees are not going to evaporate. They are not going to disappear if the West just ignores them. They are with us in misery and poverty—and they are beginning to hate us very much.

Recently I spent two days with these unhappy people at the Saïda camp, which lies on a low hill above the Mediterranean and in a valley between the hill and the sea. The earth on which the refugees sleep is rocky and inhospitable. Their tents offer the only shade except for an occasional tree. In the past three years a few crude shacks have been erected by enterprising Arabs who sell vegetables and fruits. But for the most part the refugees live in old, torn tents scraped up from disintegrating surplus stocks of the allied armies.

The view is nice if you can see beyond the wretched tents which bake in the burning summer sun. The sea is very blue and looks cool. But the refugees, who are virtual prisoners, do not get down to it often. In the distance you can see the end of the tremendous Trans-Arabian pipeline which brings Aramco oil across the desert from Saudi Arabia. The sea is dotted with tankers being loaded.

The refugees at Mieh Mieh (on the hill) and Ein Hilweh (in the valley) seldom look at the sea, the pipeline and the tankers. They are too busy trying to keep alive. Each month the U.N. brings them rations for 30 days:

Rice—14 ounces per person per month (there have been riceless months)

Flour—22 pounds per person per month

Cooking oil—11 ounces per person per month

Sugar—14 ounces per person per month

Beans—one pound, 5 ounces per person per month

Sometimes there are dried figs. The children are given milk, laddled from a barrel, at school. Except in the case of newborn babies, there is no clothing.

The refugees are very bitter about what they get from U.N. They are universally convinced that the headquarters up in Beirut is jammed to the walls not only with corrupt, useless bureaucrats but also with fruits of graft.

"They get rich and we eat filth," growled one young Arab.

The roster of "enemies"

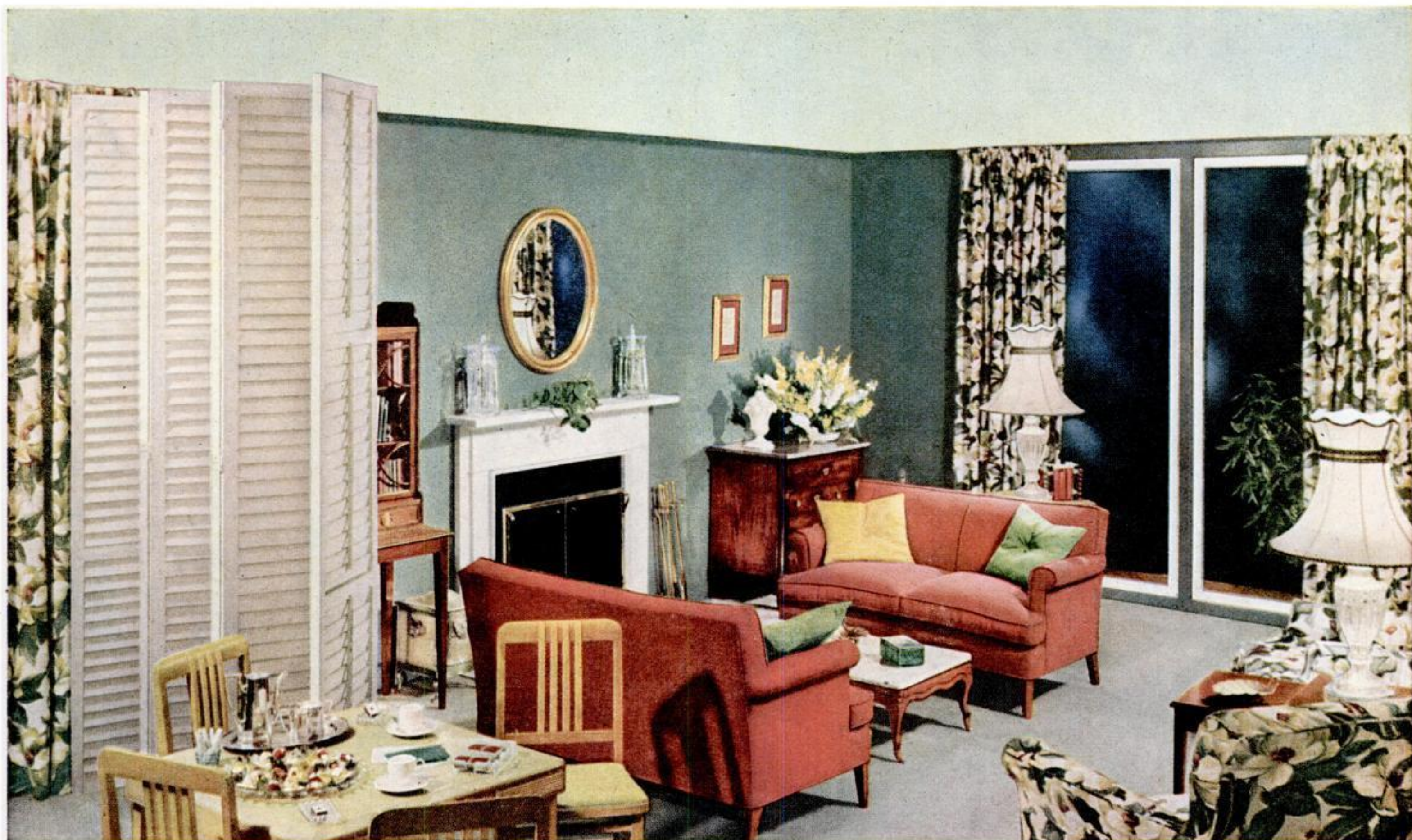
THE refugees blame their plight on four groups: 1) the British—for selling them out to the Jews in violation of the second proviso of the Balfour Declaration ("... it being clearly understood that nothing shall be done which may prejudice the civil and religious rights of existing non-Jewish communities in Palestine . . ."); 2) the Americans—for pouring money and political support to the Israelis; Harry Truman is the popular villain; 3) the Arab League governments—for failing to defend them; 4) the Jews.

The Jews, it will be noted, are at the bottom of the list. The Palestinians place far more blame on the first three. Indeed, they have a grudging admiration for the Jews, who, they say, worked hard, efficiently and cleverly, outsmarting the British, the Americans, the Arab League governments and the Arabs themselves.

The refugees feel almost totally friendless. They have no trust in the Arab governments, which, they say, are dominated by the British and the Americans. They have no trust in the West. The West thrust strangers into their land and drove them from it.

Occasionally one finds a refugee who thinks the American might be his friend if he (the American) knew the facts. But he does not

CONTINUED



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An Epon resin varnish is so tough that you can dent a hardwood floor without cracking its finish.

And to delight the housewife, cotton and rayon prints made with Epon resin are so permanent that colors are still fresh when the material is worn out.

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*Trade-Mark Reg. U. S. Patent Office



think the American people will ever know the facts. He believes the American press to be controlled by world Zionism. Journalists who try to present the Arab cause, he believes, are stifled.

Ibrahim Abdul Majeed, who used to be a wealthy landholder in Safad, says he is sure that "President Truman's policy for the Jews is not the policy of the American people. If the American people knew the facts, they'd make a fuss with their government."

The only friends the refugees think they have are the other Arab people. They strongly differentiate between Arab people and Arab governments. The latter they believe are hopeless and do not wish to help them.

The only man in whom they place any trust whatsoever is the exiled Mufti of Jerusalem, an evil conniver who has done everything in his power to beat the British. Those refugees who do not think the Mufti will lead them from the wilderness believe there is no one at all to do it.

The refugees say there is a lot of talk about Communism and Russia.

"Even among the religious people you hear it," says Ibrahim Majeed. "They repeat the old saying, 'adu adu-ak sa-dee-kak.' That means 'the enemy of your enemy is your friend.'"



MUAD SALEEM

In the camps the Communists have been both quiet and clever. They distribute literature, fan hatreds and encourage corrupting talk about the hopeless future. It is not hard for them to convince these people, living the most degraded sort of life, that any change would be a change for the better. It could be no worse.

Muad Saleem, who used to live in Sufuria, near Nazareth, says it is true that "the enemy of your enemy is your friend." He denies that he is a Communist or that he has any love for the Russians.

"But," he says, "it is you [the Americans] who have brought us to this. The British and the Americans are forcing us toward Communism."

The refugees don't want to be compensated for their lost lands and homes. They don't want to be sent off anywhere. They want to go home to what they consider properly theirs.

"I want to go to my home," says Said Kewash, a lean-faced man who comes from Mayroon, near the Lebanese border. "I will never change this idea no matter what they offer me. There is no place in the world, not even Truman's White House, that I would take for my home."



IBRAHIM EL MATARI

Muad Saleem agrees. He says he has the key to his home in his pocket and he has told his son that if he dies, the key is to be buried with him.

"If I ever know that I am going to be forced to live somewhere other than my home, I will kill myself with poison," he says, his handlebar mustache quivering.

The refugees' hope has just about run out. Leaderless, except for the Mufti whose organization is not yet ready to move, they have developed no leaders. The Arab governments are not going to help them. The West is their enemy. One refugee actually said he and many of his fellows hoped that a general war would come. He said that war would bring some changes and any change would be better than life in a torn stifling tent and starvation subsistence.

"What are we going to do?" demanded Ibrahim el Matari, a bald-headed man who comes from Jaffa. He reached over and pulled a bright-faced boy of 14 into the superheated tent where we were drinking coffee. The boy's name was Fawzi Kawash. His father died fighting the Jews.

"What of this boy?" Ibrahim demanded. "He cannot go to school because the school provided goes only six grades. He cannot go on to school because he has no money. In Palestine there were schools and there was hope. What is to happen to our sons?"



SADDEST VICTIMS of the Arab exile are the children, shown here at the Mieh Mieh camp school. The group at

left is lined up for the daily milk ration. The milk is dipped from the one big can and everyone drinks from same ladle.



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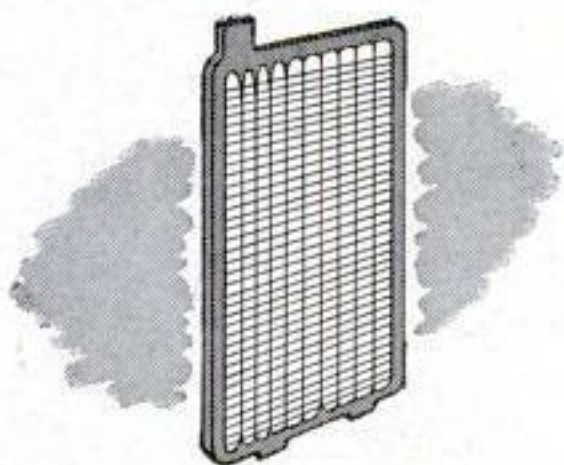
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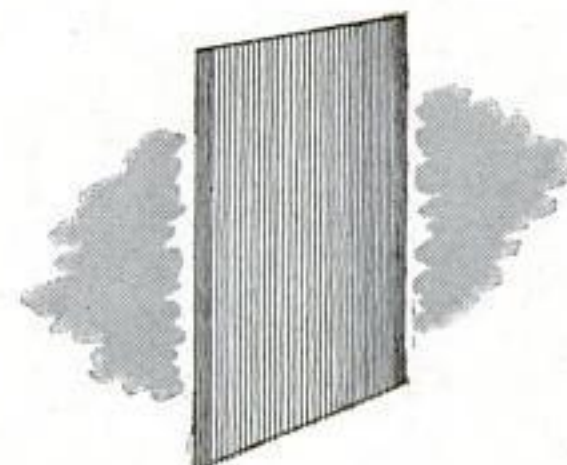
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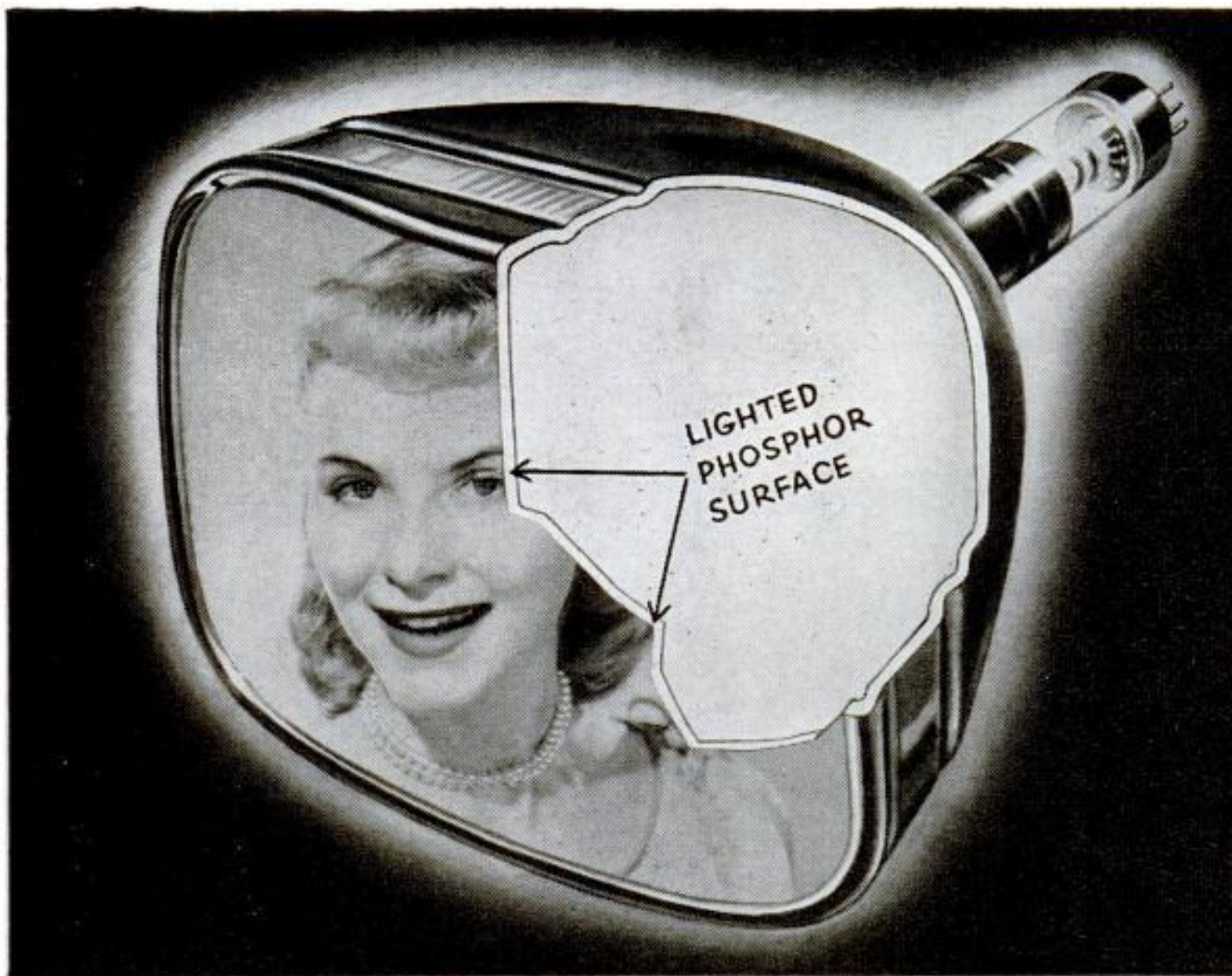
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183-KA4

Ostrich Revival

GRAND OLD FEATHER ACQUIRES MANY USES

Except for an occasional call from Marlene Dietrich or from someone about to be presented at court, the South African ostrich farmers have had a long lean period since the Empress Eugenie hat craze sent feather prices flying in 1931. This fall, however, is going to be a fine feather season, with ostrich plumes flaunted everywhere. In contrast to earlier comebacks when feathers were used mainly on fans, hats or boas, the new styles use ostrich in a great variety of ways for all ages, day and evening. The short dinner dress at right is probably the most extravagant display of ostrich feathers in a single outfit since Lillian Russell left the stage. They are also appearing with street clothes as a substitute for fur and are reaching down to the young girl level as lavish touches for first black cocktail dresses and white ball gowns (pp. 100, 101). Unlike the outlawed egret which had to be killed for its feathers, the ostrich may be plucked of its symmetrical plumes every nine months, so there is no foreseeable limit to the supply for this latest revival in a ticklish business.

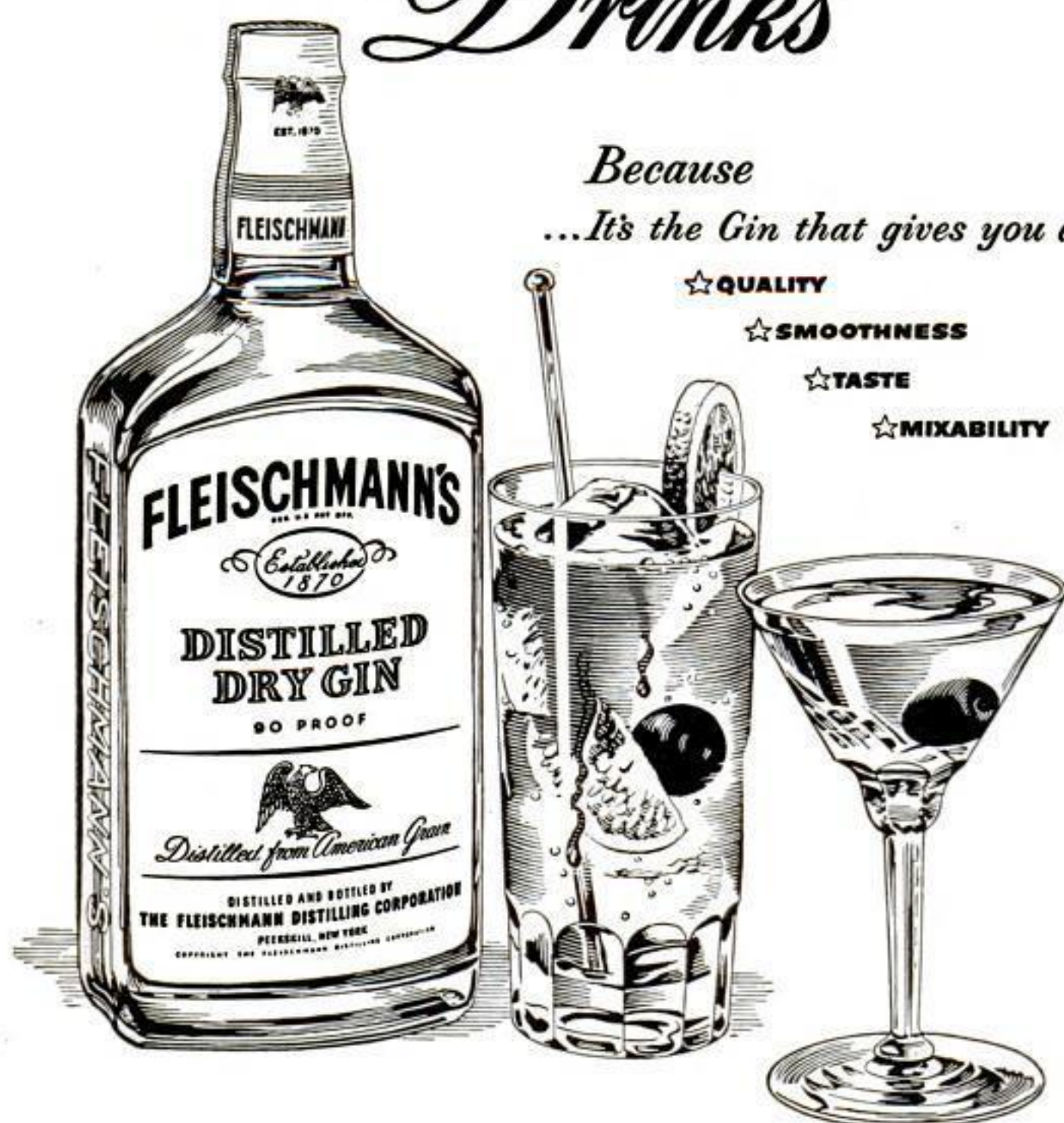
WIDE SKIRT with covered top by Traina-Norell uses over 30 yards of ostrich feathers stitched on net.



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OSTRICH REVIVAL CONTINUED



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BABY BOA of natural male feathers (Louis Pearlman, \$16) can be worn like small fur piece.



MINIATURE FAN (Louis Pearlman, \$8.50) is 9-inch copy of huge, sweeping fans popular 40 years ago. Feathers cost about \$2 per plume or \$5 a yard.



CHIGNON CAP of curled ostrich tips (Hattie Carnegie, \$40) gives an unusual bun effect, comes in blond and brunette versions to match wearer's hair.



SINGLE SLEEVE (Walter Florell, \$65) may also be used less dramatically as outsize muff.



DIAGONAL PLUME like an oldtime quill pen is glamorous note for young partygoers on bodice of white, quilted satin ball gown (Emily Wilkens, \$160).



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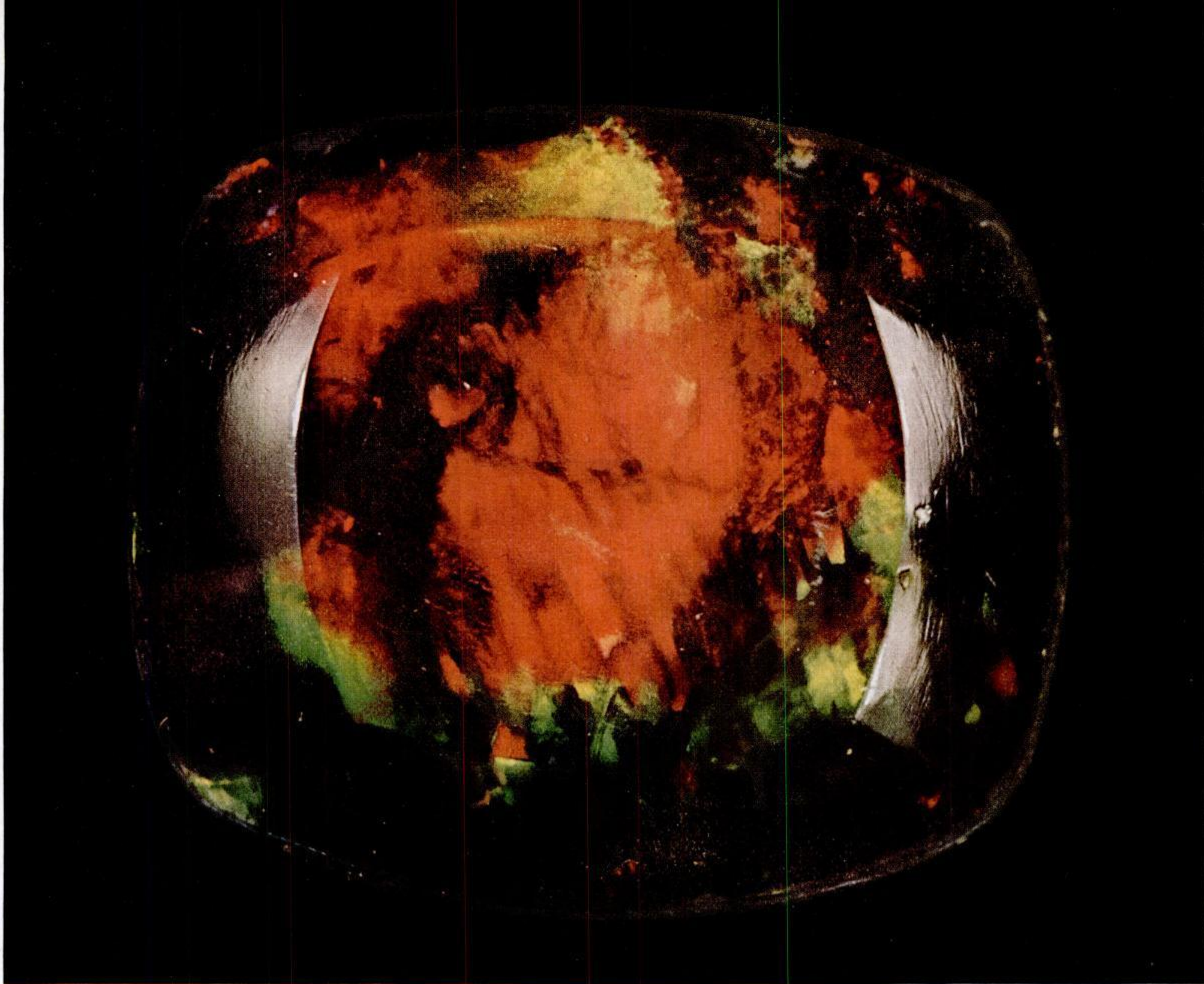
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THE RICHEST HUES IN NATURE ARE PRODUCED BY THE DRABBEST OF SUBSTANCES

PHOTOGRAPHED FOR LIFE BY ANDREAS FEININGER

Of all the senses by which men know the world around them, the most essential is the sense of sight. The human eye, translating the light energy reflected or emitted from surrounding objects into nerve impulses to the brain, provides a clear picture of the physical environment. But the eye perceives more than mere shape and dimension. Just as the ear distinguishes sounds of various wavelengths and thus hears tones as well as noise, so the eye differentiates between light of various wavelengths and thus sees color as well as brightness. Like the ear, the eye is sensitive only to a small segment of the total range of wavelengths. It sees none shorter than violet, none longer than red. Yet between these extremes of the visible spectrum lies the rich array of color which makes vision a luxury as well as a necessity.

Most of the color that the eye sees is of a kind called body color, *i.e.*, color inherent in certain substances, such as the pigments at right. It occurs because such substances absorb all light waves except those of a single color, which they reflect. But although body color is the commonest, there are other types of color phenomena which are even more resplendent (*see following pages*). These phenomena differ but share one fascinating characteristic. In each case vivid hues are produced from sources which, like the magnificent opal shown above, are themselves uncolorful.



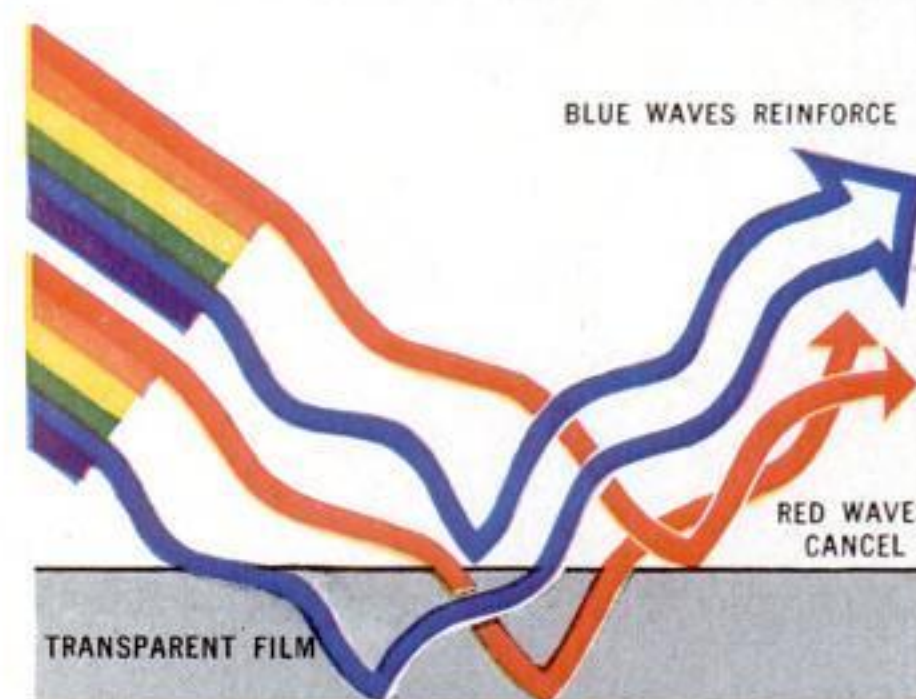
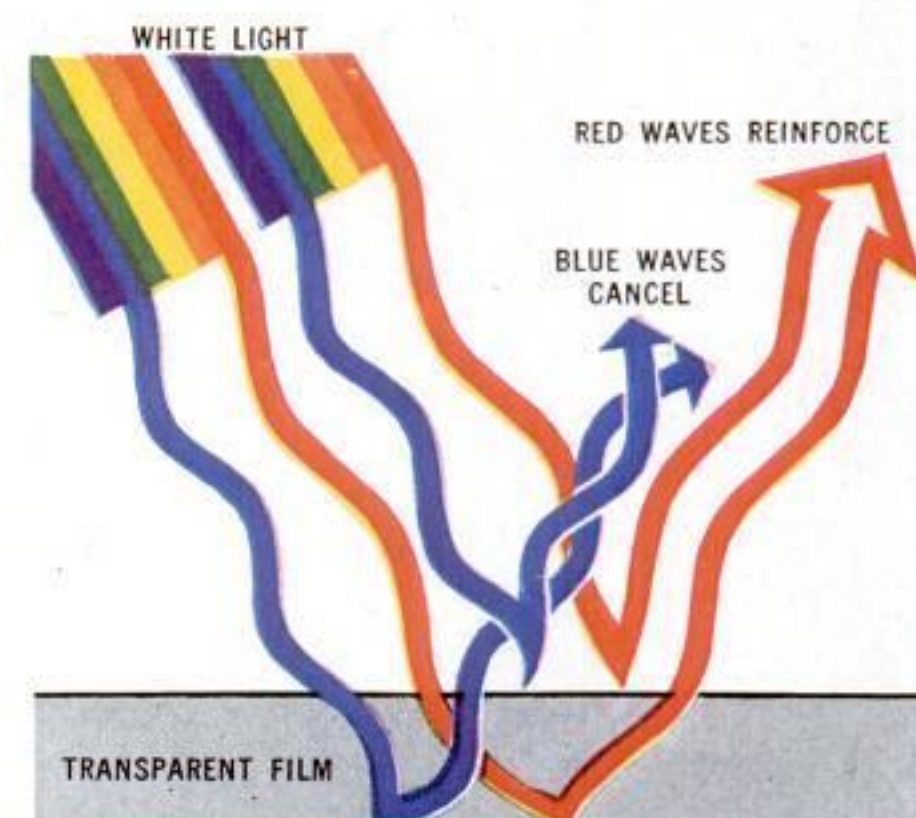
PILES OF PIGMENT produce their various colors by reflecting only one particular segment of the visible spectrum. Light rays of any other wavelength are absorbed.

CONTINUED ON NEXT PAGE



SAME BUTTERFLY WINGS show markedly different colors when light strikes them from different angles

(above and below). These South American specimens owe their color to a thin film of transparent scales.



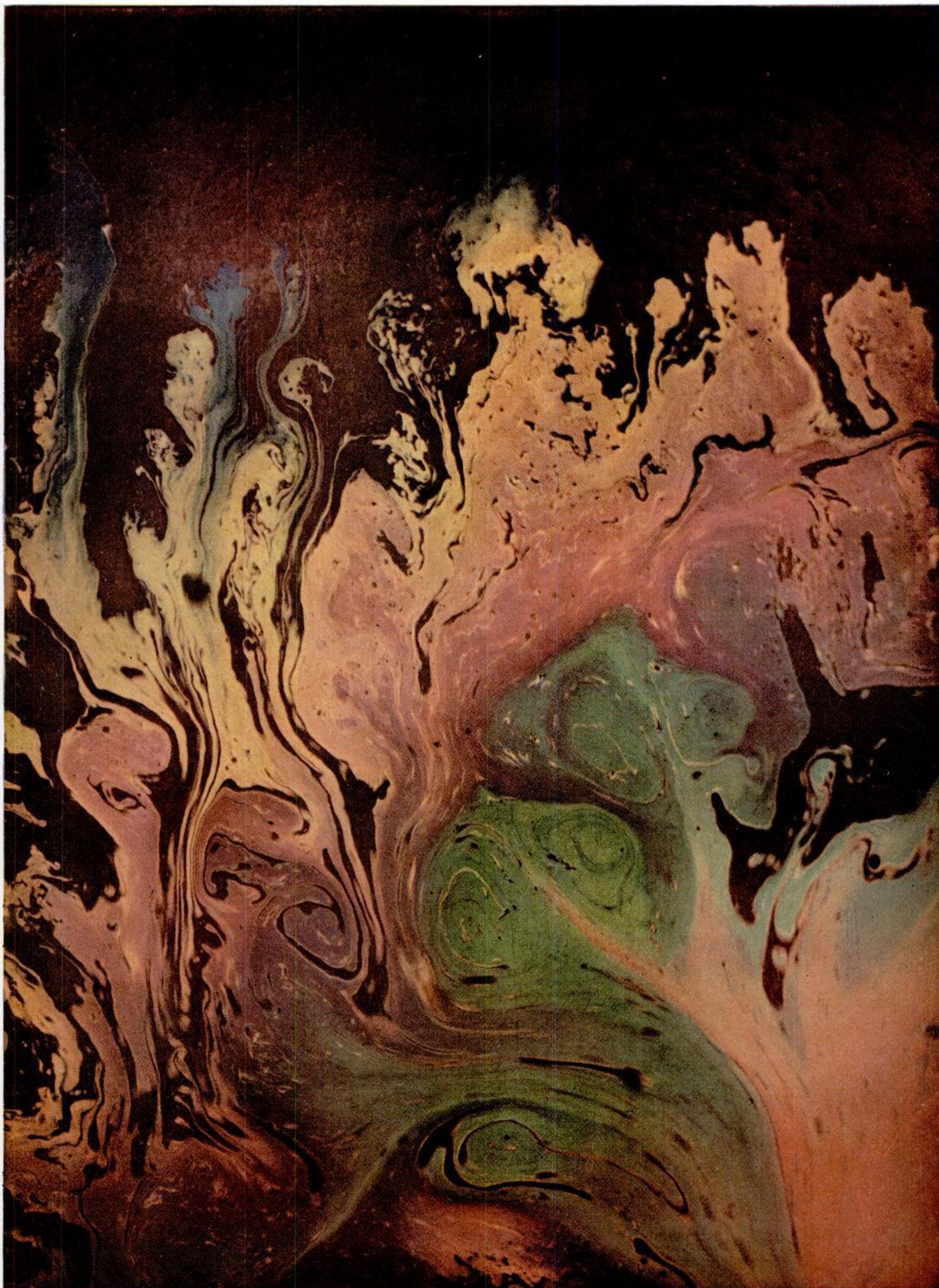
A TRANSPARENT FILM CREATES VIVID COLOR

The brilliant colors of the butterflies at left and the oil slick at right are spectacular examples of a phenomenon called interference. They are caused not by pigmentation but by the action of a thin, transparent film over an opaque background. In the insects this film is a layer of colorless scales. The oil itself is a film.

How a clear film can create color is shown in the diagrams above. At top, white light, a mixture of all colors, strikes the film at a 60° angle (for clarity, only its red and blue components are in the drawing). The rays of light are reflected from both the top and bottom surfaces. In this instance it happens that the total distance to be traveled inside the film by the rays reflected from its bottom surface is exactly one wavelength of red light and about one and a half of the shorter blue wavelengths. The red ray reflected from the bottom therefore emerges from the film precisely one wavelength behind (and thus perfectly in step with) the red ray reflected from the top surface. The undulations of the two waves are synchronized and so reinforce each other. But the blue ray reflected from the bottom surface emerges one half a wavelength behind (and therefore out of step with) the one reflected from the top. These two cancel each other and become invisible. Thus the surface of the film looks red to the eye.

The lower drawing shows how a change in the angle of the rays changes the film's color (as it did in the case of the butterfly wings). The lowered angle makes the rays travel farther through the film. This time the distance coincides with the blue wavelength. The blues reinforce, the reds cancel, and the film looks blue.





OIL SLICK on black asphalt pavement is a swirling mass of pastel shades formed by the reflection of light from the top and bottom surfaces of the thin oil film.

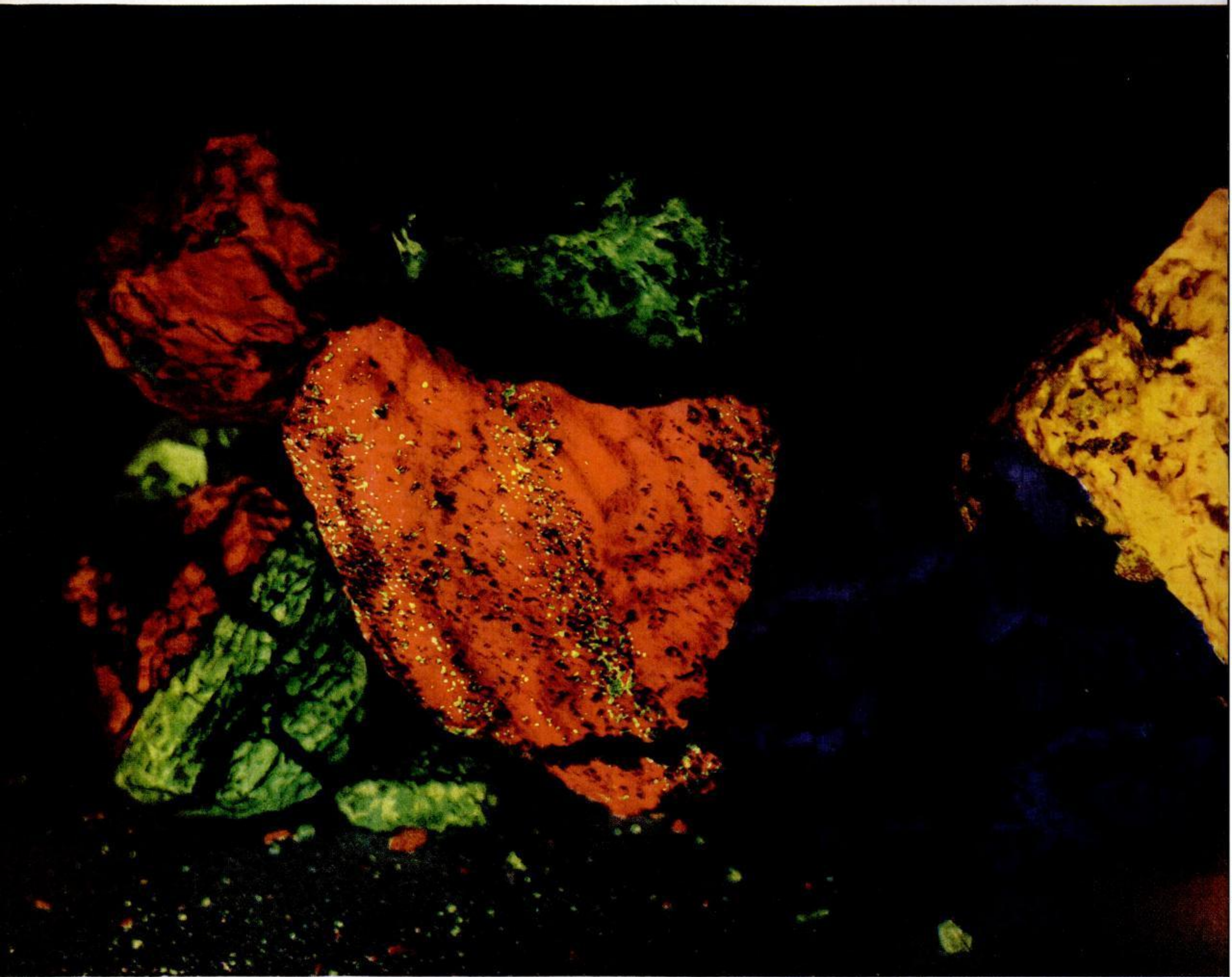
Unlike the butterfly wings, which have large areas of uniform color, the slick presents a mixture of shifting colors caused by unevenness in the oil film's thickness.

CONTINUED ON NEXT PAGE

COLOR IS CREATED BY ATOMIC CHANGE

The glimmer of fluorescence (*below*) and the glare of gas-filled tubes (*opposite*) are created by two distinct processes which have a common basis: in both, atomic changes within the substances produce the colored light they emit. In all atoms electrons are arranged in concentric

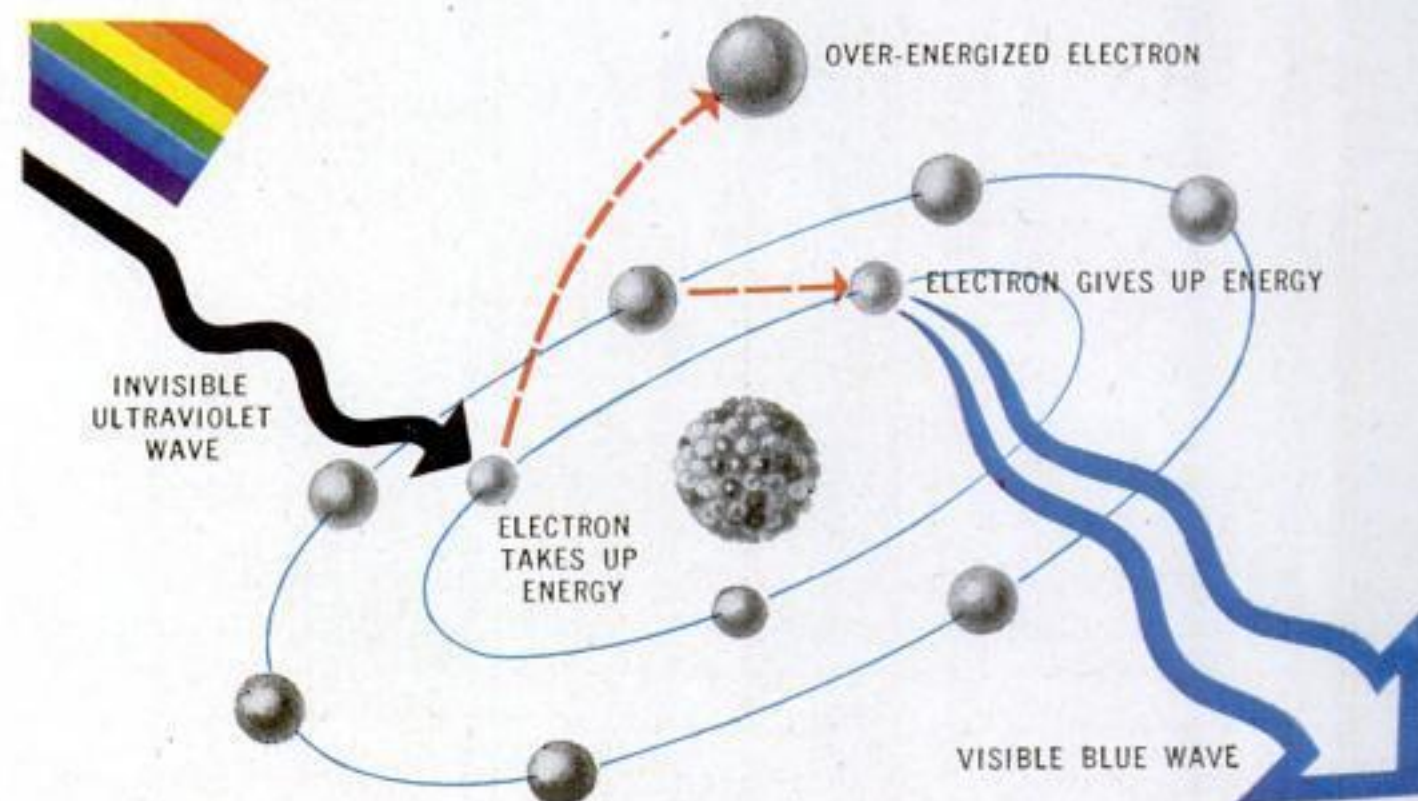
orbits around the nucleus. Electrons in each orbit carry a specific amount of energy, more in the outer orbits than in the inner. When a high-energy electron enters a lower-energy orbit it must give off its extra energy. In certain instances that extra energy takes the form of visible light.

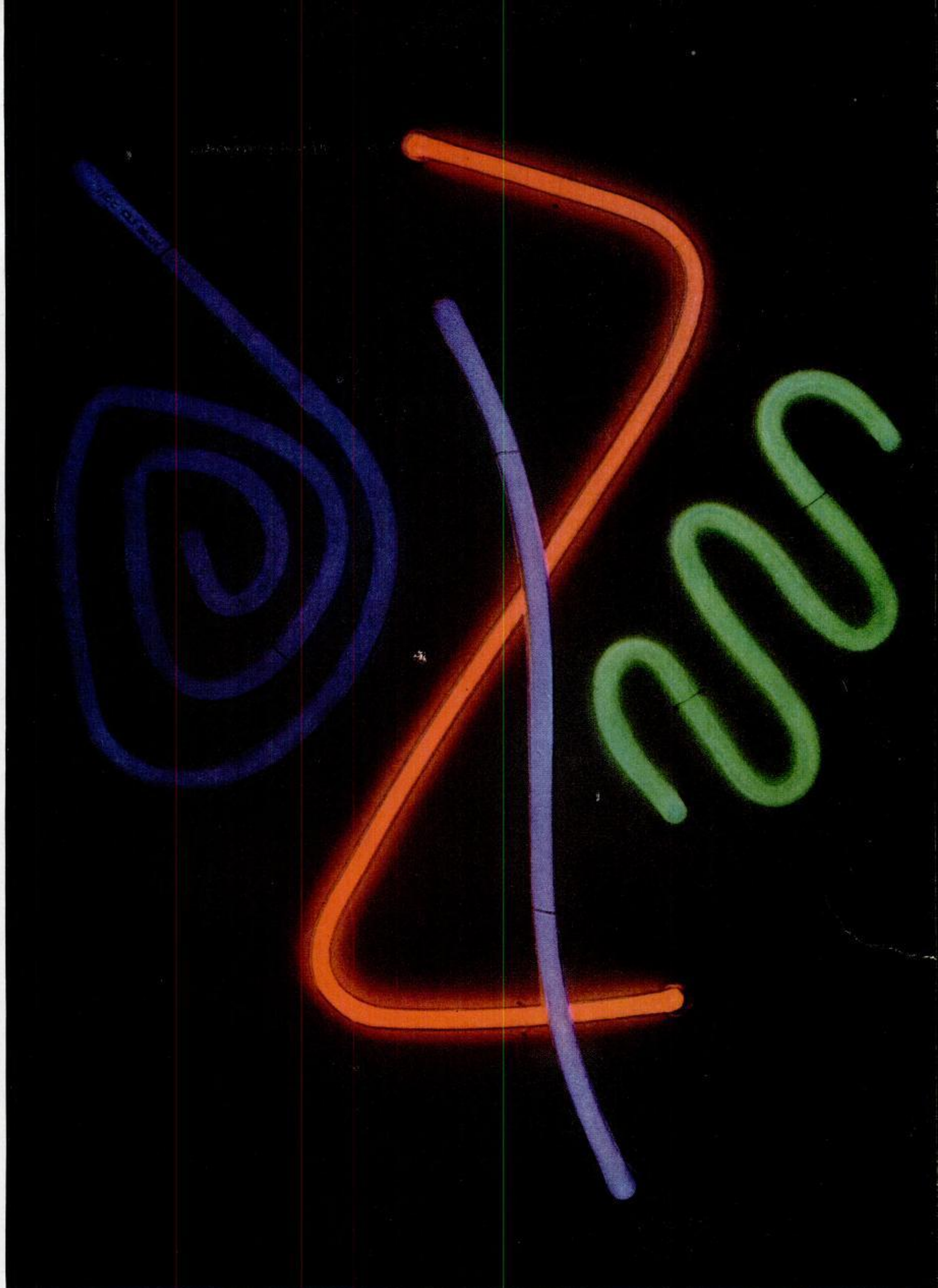


STONES GLEAM UNDER BLACK LIGHT

In ordinary light the glowing rocks above are drab, gray-brown lumps. But their strange quality of fluorescence is revealed under ultraviolet rays. Because of their atomic structure, these minerals are able to absorb the invisible short-wave energy of ultraviolet and convert it into the longer wavelengths of visible light. How this happens is shown in the drawing at right, which explains the blue fluorescence of fluorite. When an atom of fluorine (prime ingredient of fluorite) is struck by an ultraviolet ray, one of its electrons absorbs part of the ray's energy and becomes too highly energized to remain in its orbit. It jumps out, leaving a gap that is immediately filled by a second electron which jumps in from an outer orbit. But in moving inward, this electron must lose energy (*see text above*). In this case the energy released has the wavelength of visible blue light.

EFFECT OF ULTRAVIOLET on fluorescent rocks is a weird and colorful luminescence. These minerals (*from left to right*) are willemite, calcite, fluorite and wernerite.

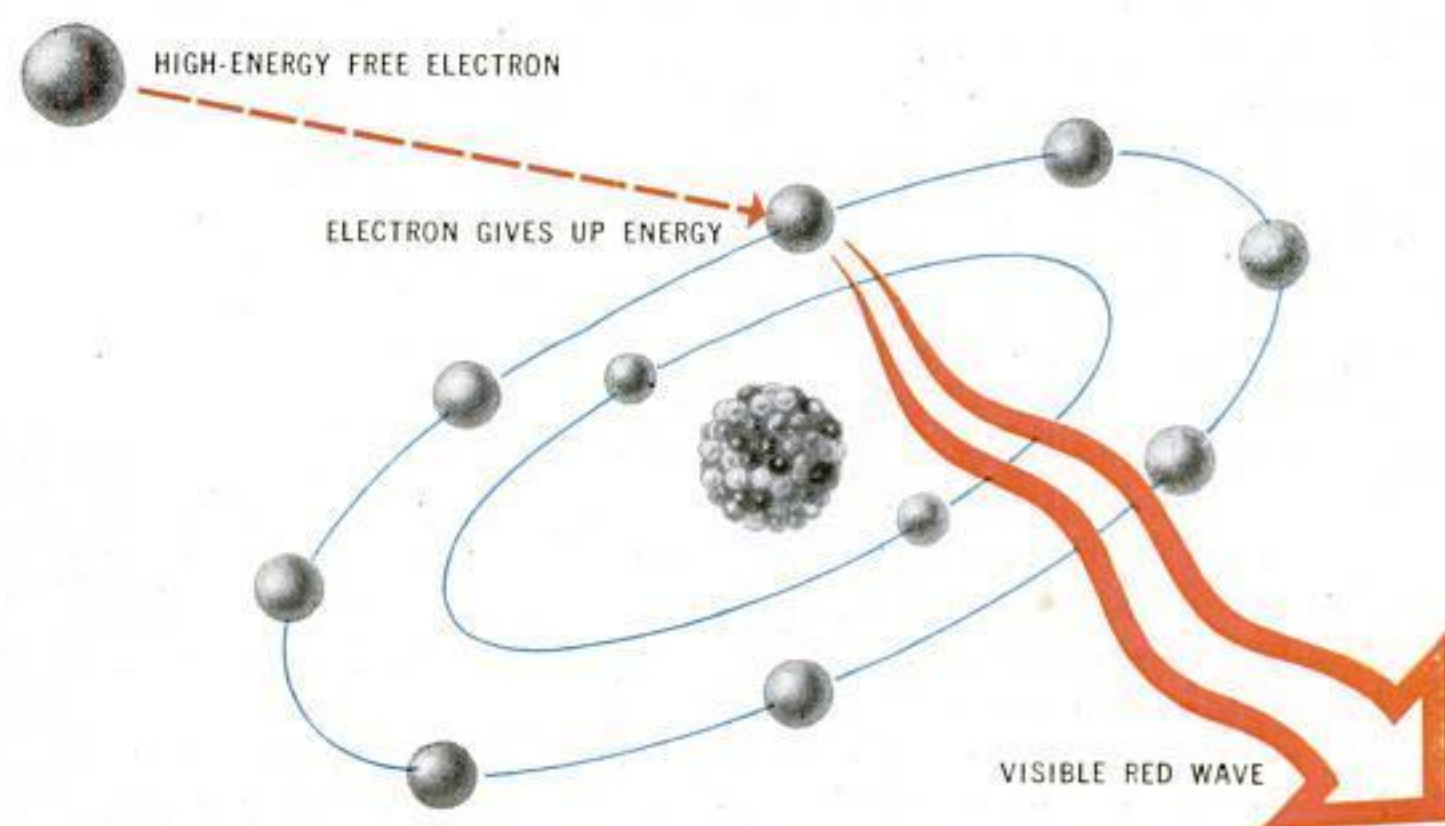




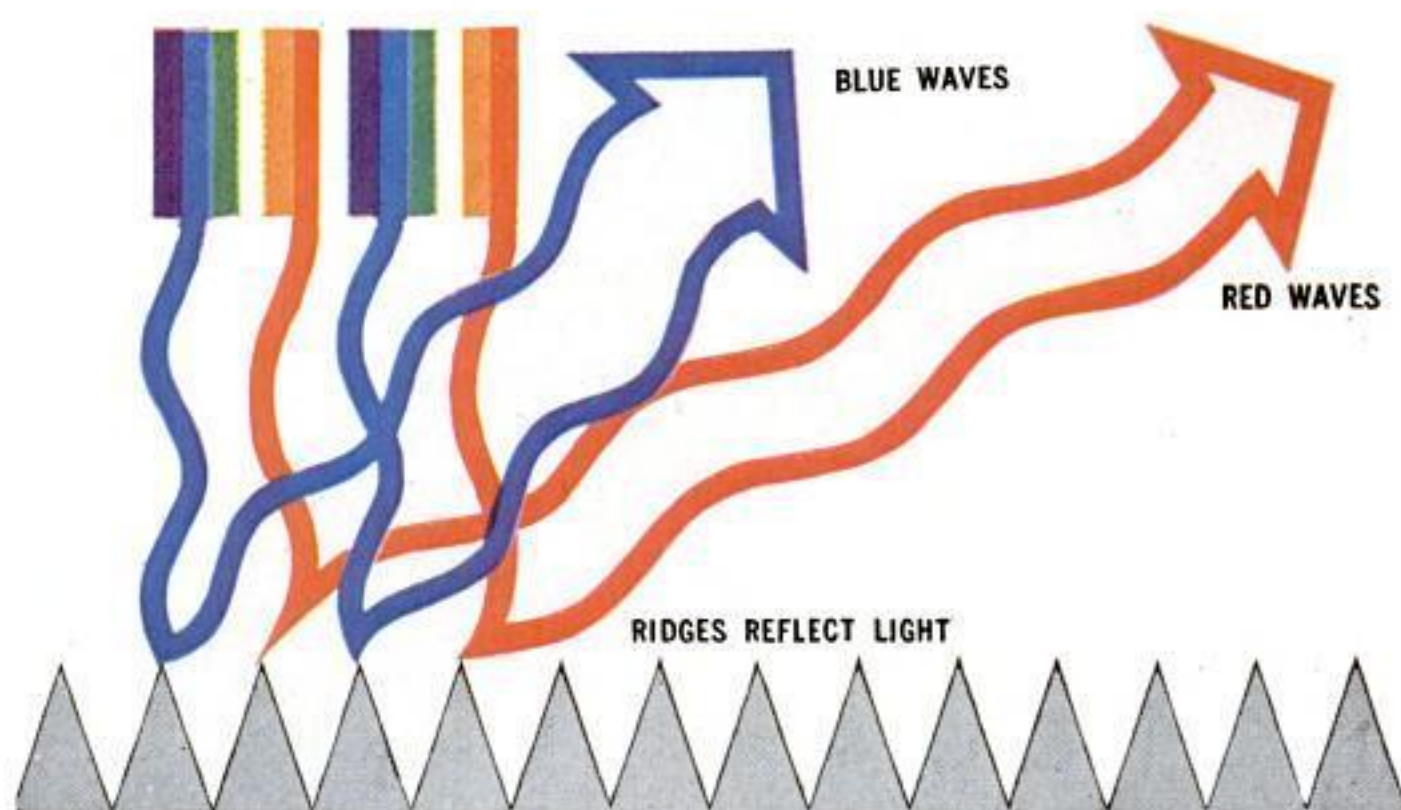
ELECTRICITY MAKES GAS LIGHT UP

When their current is off, the shining tubes above are simply transparent pipes full of colorless gas. Their colored light is produced by an electrically caused atomic rearrangement similar to that of fluorescence. What happens is this: The gas—neon, for example—is sealed into a tube which has an electrically charged plate at each end. At any given moment certain of the neon atoms will be one electron shy of their total complement and, therefore, since electrons have a negative charge, will be left with a slight positive charge. Because opposite charges attract each other, these atoms will rush toward the negative plate, striking other atoms and dislodging more electrons which will rush toward the positive plate. In the resulting confusion some high-energy free electrons will fall into gaps in electron-shy atoms and in doing so release energy in the form of red light (*right*)

GAS-FILLED TUBES give colored light under electrical excitation. Commonest are neon (red) and argon (mauve). Argon with thallium produces green; xenon, blue.



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LONG PLAYING RECORD has parallel grooves and ridges which create irregular bands of color. Position of the bands varies with the angle at which they are seen.

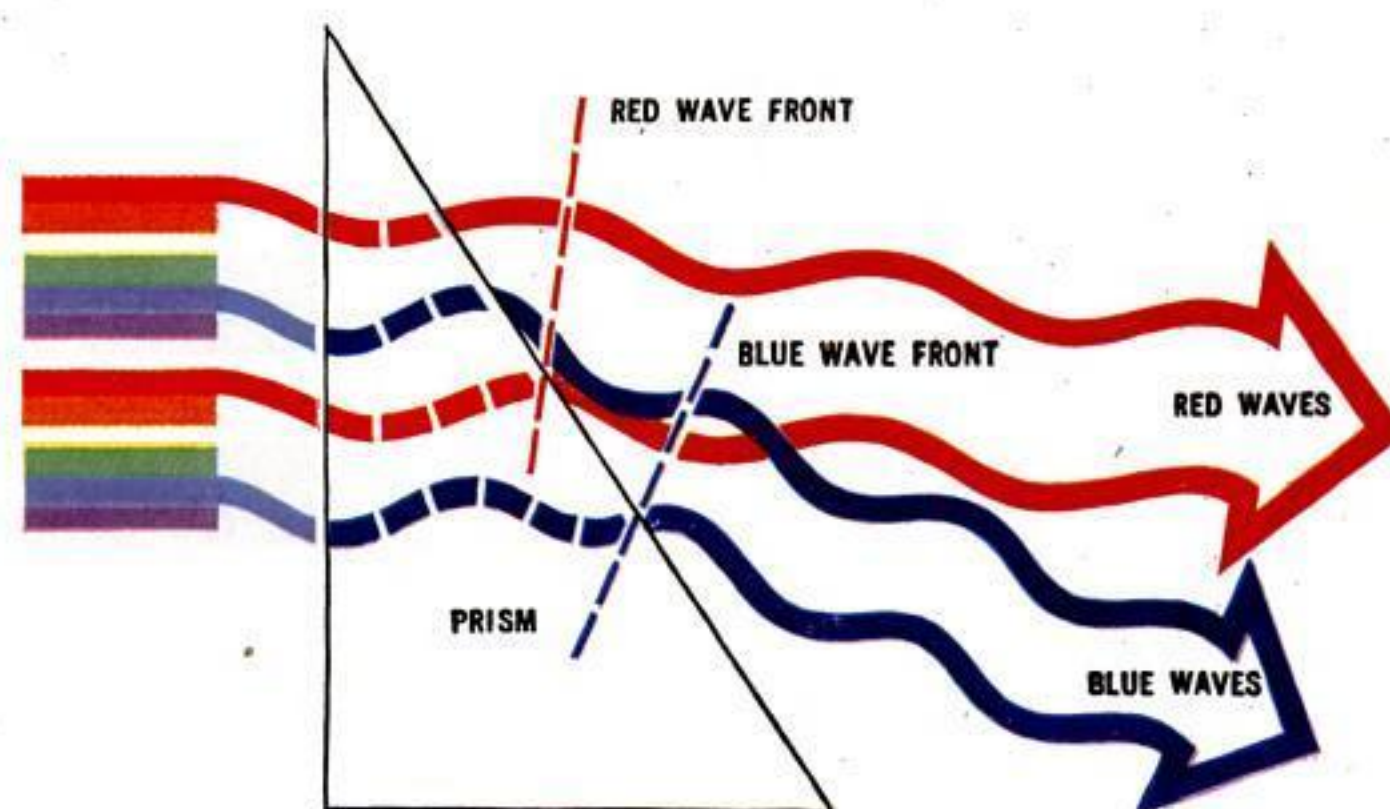
RIDGES MAKE POLYCHROME PATTERN

Like the thin films described earlier, closely spaced ridges such as those on a phonograph record convert white light into colors through a process of reinforcement and cancellation. However the principle involved—called diffraction—is different. When a beam of light strikes the record, its component rays are scattered in all directions from the crests of the ridges. At a given angle, however, the rays of blue light reflected from adjacent ridges on one part of the record will travel abreast toward the eye. Their undulations will exactly coincide (*left*). At this same angle, of course, all other colors are also reflected from these same ridges to the eye, but because of their different wavelengths all are more or less out of phase. Thus these particular ridges look predominantly blue. But seen from a slightly different angle the same section of the record will look red, for, as the drawing shows, at this new angle it is the red waves which coincide and reinforce.



GLASS PRISMS CREATE A SPECTRUM

When white light passes through the prismlike facets of cut glass, the mixed colors of which it is composed are separated to form a complete spectrum. This separation is caused by a process called dispersion, which is based on the fact that glass, a denser medium than air, slows down the light passing through it. Light of long wavelength is slowed least, that of short wavelength, most. This slowing makes the rays bend; those that are slowed most are bent most. When a blue ray passes through the prism its upper portion emerges first and, upon emerging, resumes speed. By the time the lower portion emerges the upper is ahead (*drawing, right*). The face of the ray is therefore tilted downward, and the ray is bent. In the case of a red ray, which is slowed less by the glass, this difference in advance between upper and lower portions is less, and therefore it is bent less. Since rays of different color are bent differently, they are fanned out into a spectrum.





A CUT GLASS BOWL converts the natural white light passing through it into a series of beams containing every color of the spectrum. Its sharply angled carving acts

as a series of prisms which separate the mixed incoming rays according to their varying wavelengths and spread them out in a rainbow effect, from red to violet.

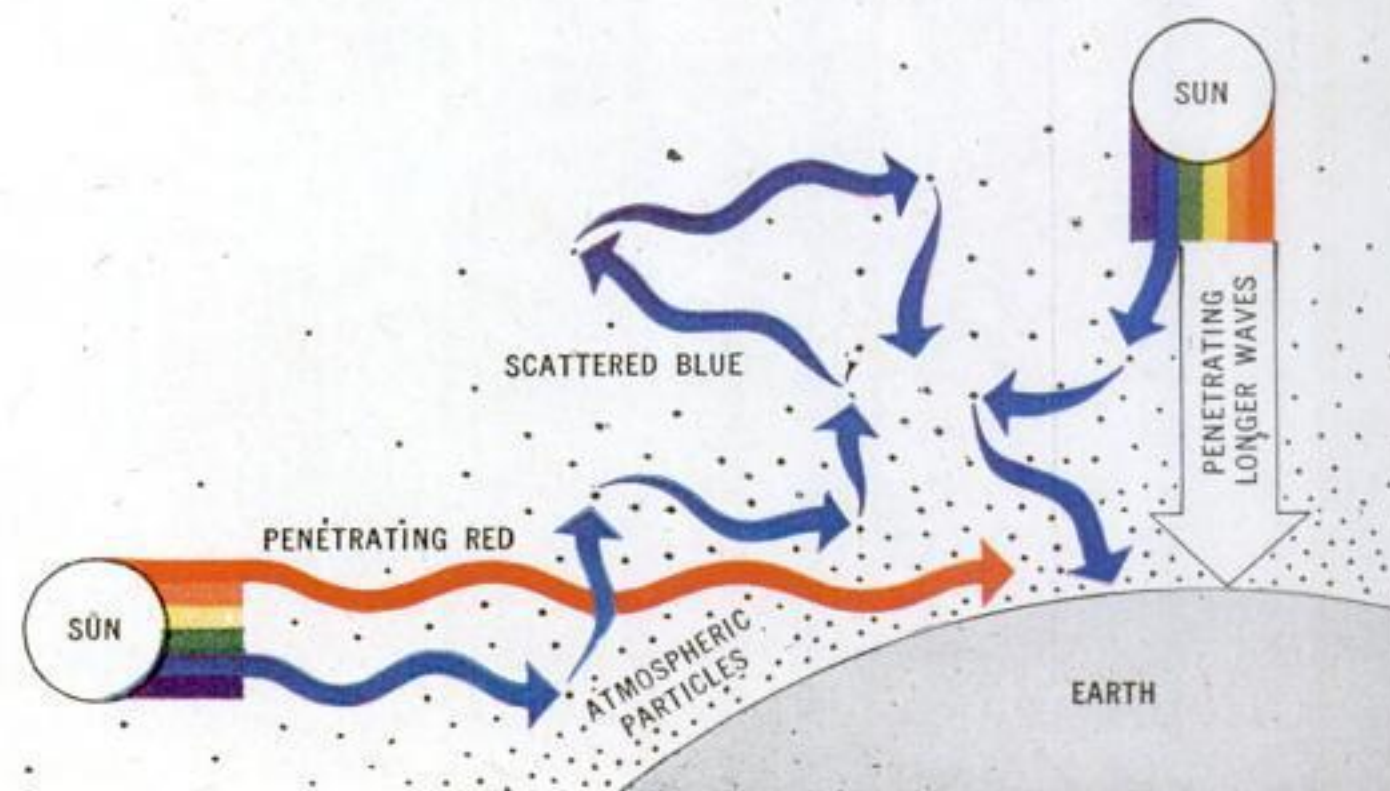
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AFTER SUNDOWN the Manhattan skyline shows a sweep of color ranging from deep blue high in the sky through green and yellow to a dull red on the horizon.

ATMOSPHERE SCATTERS SUN'S LIGHT

The white light of the sun produces the blue of the zenith and the red of the evening horizon through the scattering action of particles in the earth's atmosphere. The smallest particles reflect or scatter only light of the shortest wavelengths (blues and violets). Larger particles, mostly coarse dust concentrated in the lower atmosphere, can scatter all light except that of the longest wavelengths (red). When the sun is directly overhead, its light pierces the atmosphere perpendicularly, passing through a minimum of dust-filled lower air. Only the blue rays are scattered. They move in every direction, some returning to earth to give the sky a blue appearance. But when the sun is near the horizon its oblique rays pass through much more of the dusty lower air (*right*). The coarse particles scatter all but the red rays, which give the western sky a crimson glow.



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*Now that she has put the pen
in your hand, it's comforting
to know that you won't
have to do this again
for a long, long time.*

To the man

Click, click, HANDS NEVER TOUCH THE DIRT with Hoover AERO-DYNE Model 51 and the exclusive Dirt Ejector! No other tank cleaner has the extra-effective controlled suction and famous "Litter Gitter" nozzle that gets more dirt, threads and stubborn dog hairs. Hoover AERO-DYNE Model 51 (shown below) complete with tools, Veriflex hose, \$84.95.



Prices slightly higher in Canada.
Prices subject to change without notice.

More information for the man who writes the check

- 44 years of manufacture—oldest and largest.
- More than 10,000,000 Hoovers already sold.
- More Hoovers in use today than any other make.
 - 48% of Hoover new sales made on direct recommendation of Hoover users.
- Sold exclusively through leading local stores.
- Both types—upright and tank—most complete line of cleaners in the industry.
- Most complete service facilities in the industry.
- Pioneer and leader in engineering research.
- High cleaning efficiency . . . proved by independent laboratory tests.
- Endorsed by leading rug and carpet manufacturers for preservation of floor coverings.
- Best-known, best-selling cleaner in 65 countries around the world.

No. 1 choice among women who prefer an upright . . . the Hoover Triple-Action Cleaner. It beats, as it sweeps, as it cleans, removing the embedded dirt and grit. Dirt-fogged colors come back bright and clear, prolongs rug life. Model 29 (right) \$87.95. Tools extra. Other models as low as \$59.95.

who writes the check:

*You'll feel better if it's
for a HOOVER*

Check writing is not a thing you'd ordinarily feature in an ad, but, in this case, we think we'd better hit the point head-on.

Because we want to assure you, if a vacuum cleaner is on the "wanted" list at your house, there is far less pain in writing the check if it's for a Hoover.

There is no mystery about why that's true. It's all on the record—and the record is conveniently summarized for you below the picture of the Hoover AERO-DYNE Tank Cleaner on the left-hand page.

What the record doesn't show, of course, is how much your own wife will appreciate a Hoover; how delighted she'll be at the back-saving, work-saving, timesaving ease with which a Hoover color-cleans the house.

You can still buy a Hoover Cleaner for as little as \$59.95...on easy terms. And either type (upright or tank) that your wife prefers. She probably knows right where to take you for a demonstration, too. Or what leading store in your community to call for a "no obligation" home showing. (If she doesn't, your classified phone book does!)

THE HOOVER COMPANY

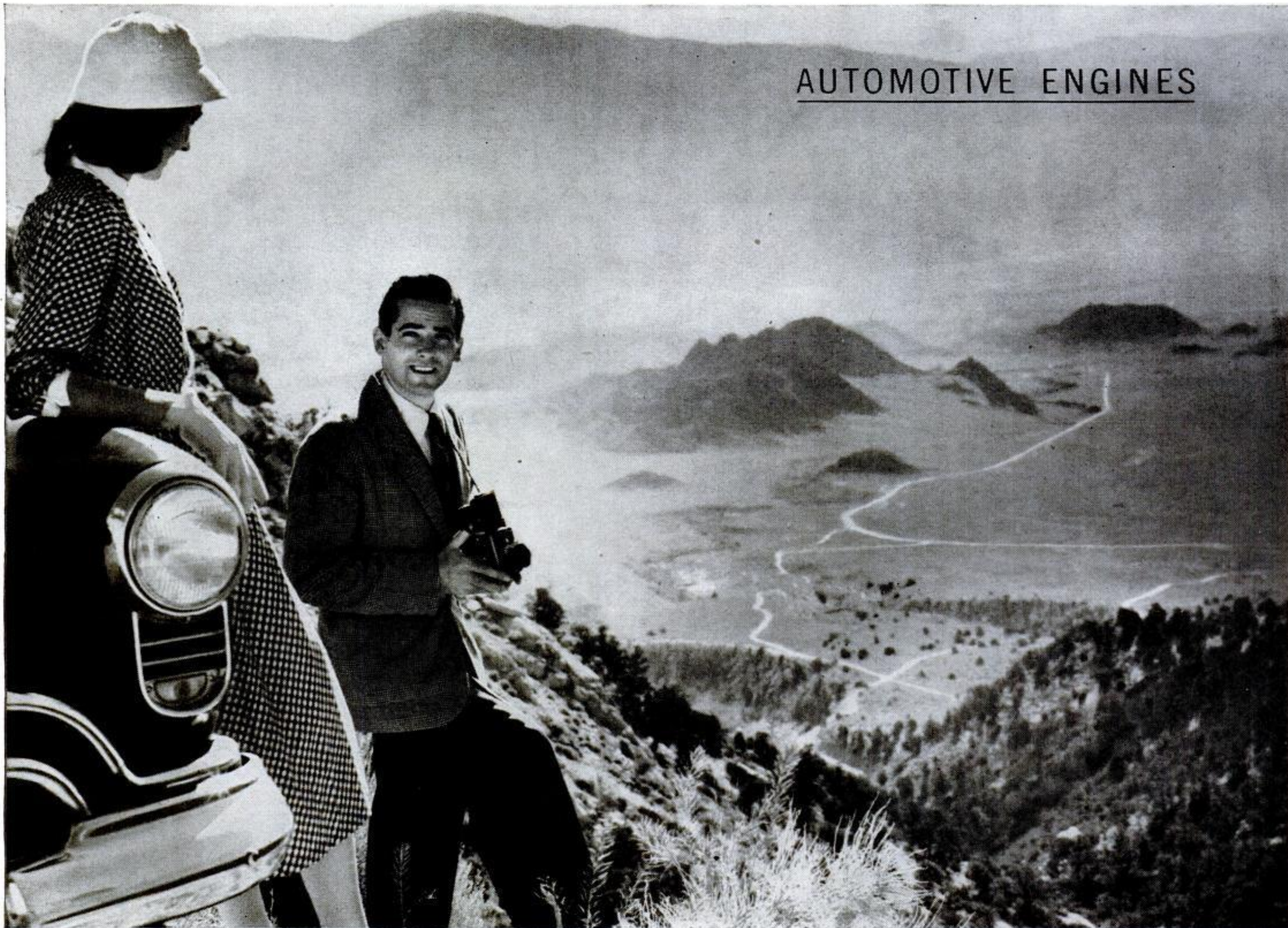
North Canton, Ohio; Hamilton, Ontario, Canada; Perivale, England



She'll be happier with a
Hoover®

*and you'll be glad you
signed the check*

AUTOMOTIVE ENGINES



SUREST TEST OF ENGINE PERFORMANCE IS MOUNTAIN DRIVING, AS CLAUDIA GLASS AND CHARLES HARVEY DISCOVER IN CALIFORNIA'S HIGH SIERRA

CAR DEALER AND MOTOR OIL—KEY TO ENGINE PERFORMANCE

In one respect, present-day automobiles are almost too good. Even when they are operating at 75% to 80% of their capability, their performance is terrific. As a result, thousands of proud owners are driving around America completely unaware that their cars are not delivering maximum performance. You paid for 100% performance, so why not get it? Here are two things to do: First, take your car to your car dealer's for frequent

checkups—at least every 2,000 miles. His mechanics are factory trained and have the finest testing and repair equipment. They can keep your motor tuned hair-sharp. Second, use the best motor oil money can buy. Leading car manufacturers now specify heavy-duty* type motor oils. The finest of these heavy-duty oils is Royal Triton—the famous purple motor oil, recommended by leading car dealers.

*The classification *heavy duty* has nothing to do with weight. Heavy-duty oils come in the same S. A. E. grades as premium oils.



CLAUDIA AND CHARLES demonstrate rule No. 1: Take your car to your car dealer's for frequent checkups—at least every 2,000 miles. His service department men are factory-trained experts on your make of car.



RULE NO. 2: Use the finest motor oil you can buy. Leading car dealers recommend Royal Triton—the finest of the heavy-duty motor oils. It gives the greatest possible protection for today's precision-built engines.



Royal Triton is available at leading car dealers' in many areas throughout the United States.
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IN COURT Plaintiff Makovsky is examined by Anderson (foreground). In back: Springer, Gallion.

STUDENT LAWYERS TRY A REAL CASE

Larceny trial is a tough test

The only down-to-earth training most law students get is the trying of "moot court" cases in the classroom. But at the University of Denver as in a few other U.S. law schools, junior and senior law students are allowed to represent needy clients in justice of the peace and municipal courts. It was under this system that an indigent named Joseph Springer stood trial in Denver last month with two D. U. students, Harry Anderson and Don Gallion, as counsel.

Springer was charged with stealing some pension and travelers' checks from his hotel roommate, Joseph Makovsky. He said Makovsky had given him the checks. Makovsky seemed vague about details, and Anderson and Gallion set out immediately to prove he was both unreliable as to memory and a steady drinker and had indeed, as Springer claimed, sent him out to buy clothes and liquor with the checks. The state was happy to have the students since the student-lawyer system saves it hundreds of thousands of dollars in legal fees every year. The only person not overjoyed was the deputy district attorney prosecuting. Knowing the students would put in a lot of time on the case, he cut short a fishing trip especially to get ready.

IN COUNTY JAIL Gallion (left) and Anderson meet Springer before trial, find out his side of story.



Kate Smith says:



for that brighter...
easier...speedier
looking-glass shine



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your shoes with
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Everybody wants a bright shine; and you get the *brightest* shine when you Lanolize your shoes with Esquire. So bright, you can see your face in it. Everybody wants an easy shine; and you get the *easiest, speediest* shine with Esquire. Because Esquire is an exclusive blend of imported Carnauba wax, rare oils and Lanolin. That's why more folks use Esquire than any other quality shoe polish in America.

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Watch "THE KATE SMITH SHOW" on TELEVISION, NBC-TV, Tuesday 4:30 p.m.

Student Lawyers CONTINUED



ENTERING NAMES as defense lawyers, Gallion and Anderson line up before Judge Joseph McDonald with (left to right) Deputy District Attorney Gerald Quiat, detective on the case and the patrolman who arrested Springer.



STORE CO-OWNER to whom the defendant went with checks says he suspected him, refused to cash checks.



NURSE Anna Classen, to whose home Makovsky moved after theft, says he drank and needed clothes.



PREPARING BRIEF, the students look up some legal points in law library, debate how to present case.



LAST MINUTE ADVICE is given by law professor Vance Dittman Jr. (left), and Dean Gordon



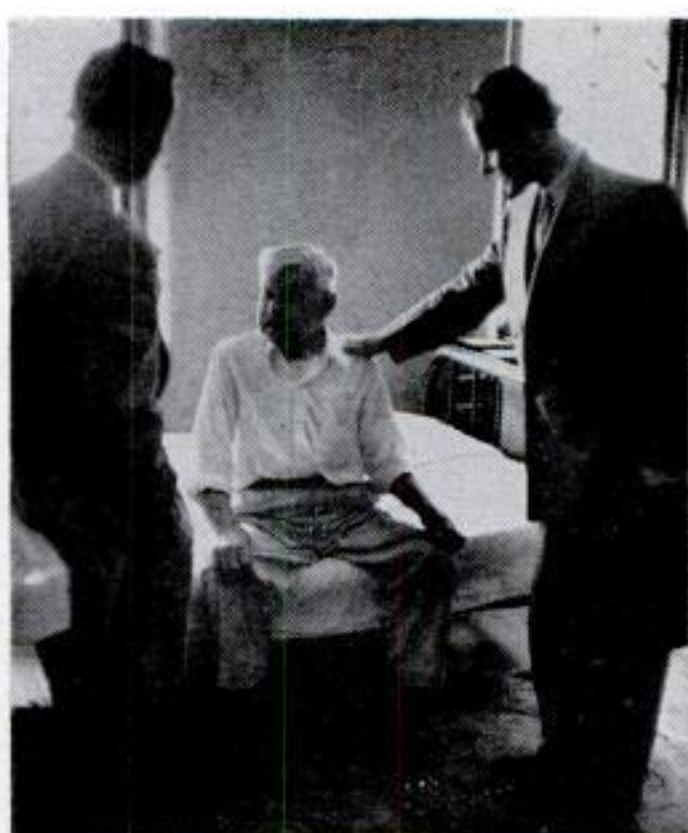
AT TRIAL Springer and Anderson confer after Makovsky (background) amazes them by testifying coherently.



AT RECESS Springer sits in the unused jury box. Makovsky had denied he gave away the checks.



SEEING WITNESSES, students talk with hotel owner, who says Springer drank, Makovsky didn't.



DIFFERENT STORY comes from "Whitey" Compton, acquaintance of Makovsky. He says latter drank.



PLAINTIFF is interviewed in Classen Home. Makovsky was so vague, not even remembering Springer had been his roommate, that Gallion and Anderson doubted he would get to trial. They were dismayed when he did show up.



Johnston (center). Both agreed the students should concentrate on discrediting Makovsky's testimony.



TWO WIVES, Sue Gallion and Marie Anderson, visit the trial. Andersons have two children, Gallions one.



DECISION is given to deputy D.A.s, Gallion and Anderson by Judge David Oyler, who says conflicting testimony forces him to bind the case over to district court. This disappointed students, who hoped to have case thrown out.

CONTINUED ON NEXT PAGE

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Nunn-Bush Catalog



Clyde Last

Style 2716
MacTavish Country Grain
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Made to *Give More in*
Return Than You Pay!

When Nunn-Bush makes MacTavish Grains, it is with the usual Nunn-Bush purpose of building for the future . . . by giving more in service and satisfaction than you pay! This policy has made Nunn-Bush shoes one of the most dependable standards of American living . . . and it developed Ankle-Fashioning, the Nunn-Bush dollar-saving added style-mileage feature.

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Which is really Betty Grable?

STARRING IN "MEET ME AFTER THE SHOW" A 20th CENTURY-FOX PRODUCTION
COLOR BY TECHNICOLOR
(See answer below)



Batteries also look alike
but **AUTO-LITE STA-FUL**
NEEDS WATER ONLY
3 TIMES A YEAR!

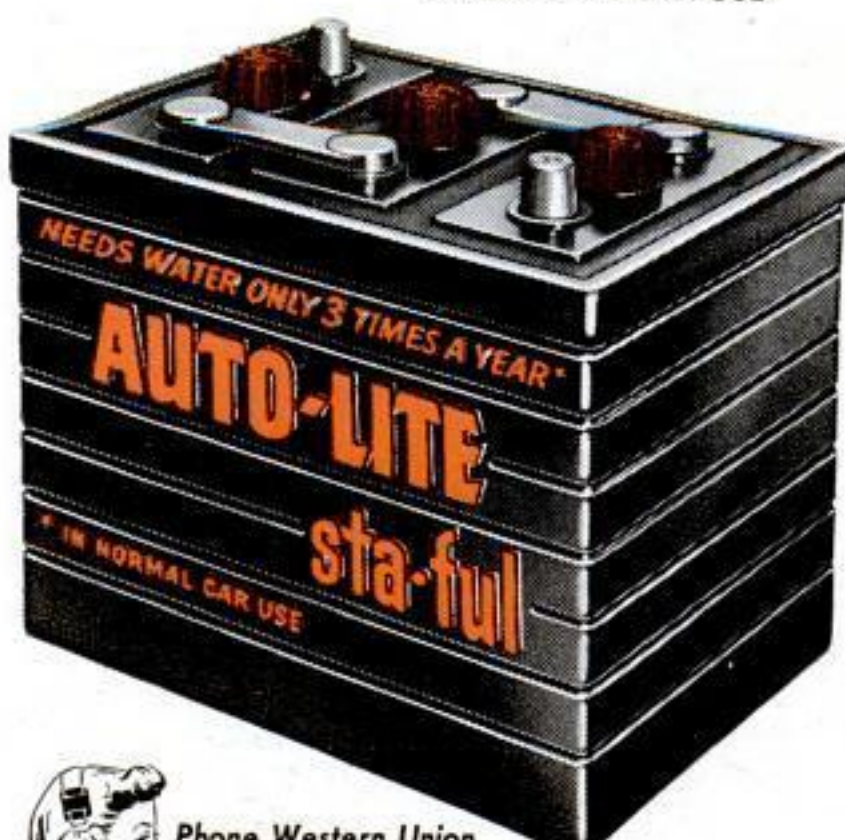
IN NORMAL CAR USE

NO MATTER how much batteries look alike, you'll have the answer to your battery problems when you install Auto-Lite "Sta-ful," the battery that needs water only 3 times a year in normal car use. In addition, Auto-Lite "Sta-ful" Batteries give longer life in tests conducted according to accepted life cycle standards.

And you'll have the right answer when you select the girl at the left as Betty Grable, star of the 20th Century-Fox production "Meet Me After The Show." At right is beautiful Lorene McKendrick of San Leandro, California.

Remember, car batteries may look alike, but be wise—buy an Auto-Lite "Sta-ful." Call Western Union Operator 25 for name of your nearest Auto-Lite Battery Dealer.

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Toledo 1 Ohio



Phone Western Union
... ask for "Operator 25" ... she'll
give you the name of your nearby
Auto-Lite Battery Dealer. There is
no charge for this service.

AUTO-LITE sta-ful

Tune in "Suspense" ... CBS Radio Mondays ... CBS Television Tuesdays

Student Lawyers CONTINUED



NEW PLEA is urged on Springer by lawyers. If he will plead guilty to lesser charge (petty larceny), they may get him off with short sentence. He assents.



HAPPY DEFENDANT thanks the students. Judge gave him six months. If he had been found guilty of grand larceny, he faced a one to 10-year sentence.



POST MORTEMs are held at a Denver club by judge, Gallions, Quiat, Andersons. Judge said students performed better than many practicing lawyers.



Modess ... *because*

GET IN ON THE FUN! GO ALONG WITH THE GANG!

GET PEPSI FOR

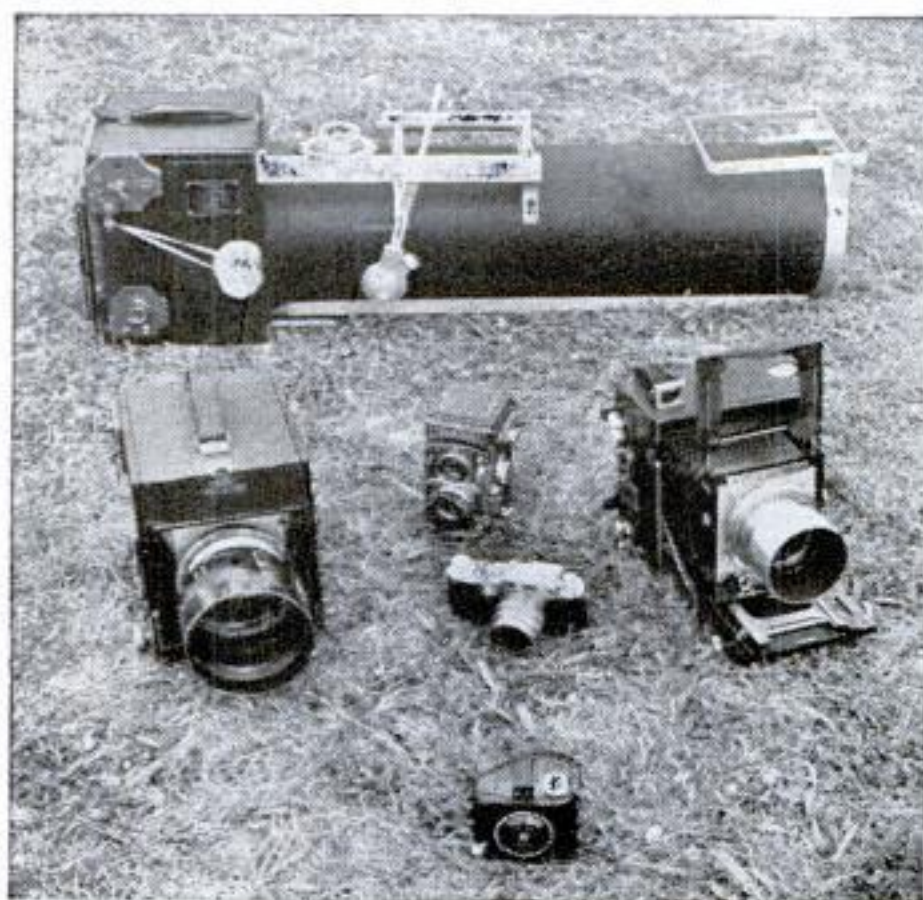
More Bounce
to the Bounce



Why take less... when Pepsi's best!

On Television see Faye Emerson's new show
"Wonderful Town" weekly over CBS-TV

PHOTOGRAPHY



CAMERA EQUIPMENT normally used by Hy Peskin for baseball coverage cost a thousand times price of his \$2.95 Baby Brownie Special (bottom).

A Lesson in Brownie Photography

ACTION PICTURES ARE POSSIBLE WITH EQUIPMENT WORTH \$2.95

When the Brownie camera was developed 51 years ago, the age of the snapshot really began. With the simple black box camera anybody could take a picture and almost everybody did. But the results invariably were simple scenes of motionless subjects. Even now no one thinks of trying to take action pictures with a Brownie. That is left for ambitious camera bugs with money to spend on high speed equipment.

Hy Peskin, a man who spends a lot of money on the high speed equipment with which he takes his notable sports pictures, still has a high respect for the Brownie as a photographic tool. Not long ago he bought a Baby Brownie Special (\$2.95) and used it to photograph a baseball doubleheader between the Phillies and the Cardinals. He discovered that the Brownie's limitations are also advantages, especially for an amateur. It has a permanent shutter speed of about 1/30 of a second, and its F15 lens is irrevocably set for eight feet to infinity. But this relieves the amateur photographer of making any decisions except what to shoot and when. The camera's depth of focus gives perspective; the eye-level view finder makes it fine for following action. Naturally, Hy Peskin knows more about action pictures than most other Brownie owners and he did not have the shots shown on these pages developed at the corner drugstore. But his Baby Brownie pictures should be a spur to the thousands of box camera owners who don't know what they could do if they tried.



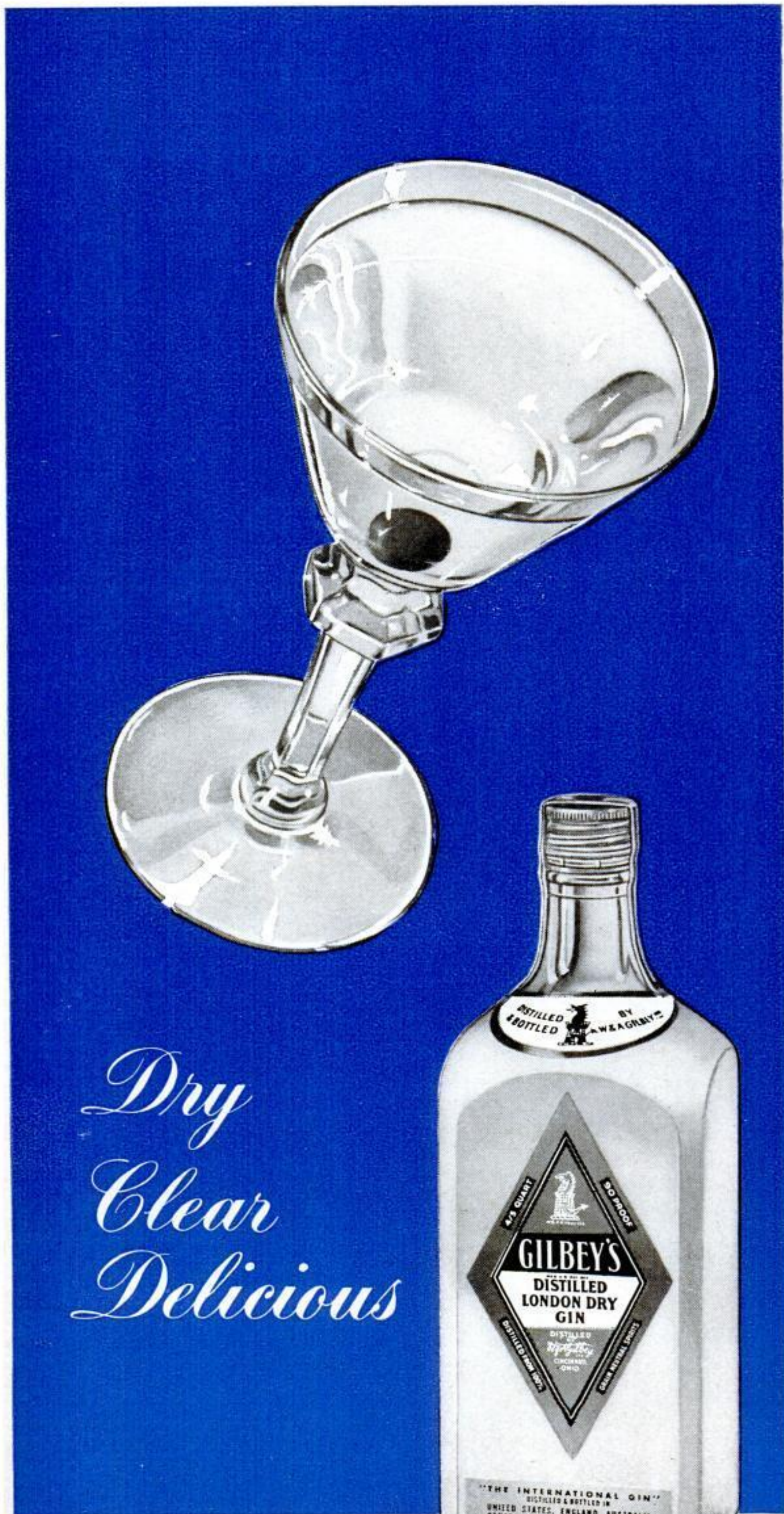
CAMERA PANNED makes the runner sharp and blurs the background, giving atmosphere of violent action and often better effect than a wholly sharp

picture. In panning, a method of shooting action at a low shutter speed, the photographer follows runner in view finder and snaps picture as camera moves.



CAMERA STATIONARY blurs the runner, leaves background and first baseman sharp but still communicates high action. Box camera is most limited

when the action moves across its field, as in this shot Peskin took as an experiment to see what effect it would produce. He prefers the panned shot above.



*Dry
Clear
Delicious*

dry, naturally dry

clear, crystal clear

the right proof, 90 proof, for
perfect mixing, perfect taste

*The world agrees
on "GILBEY'S please"*

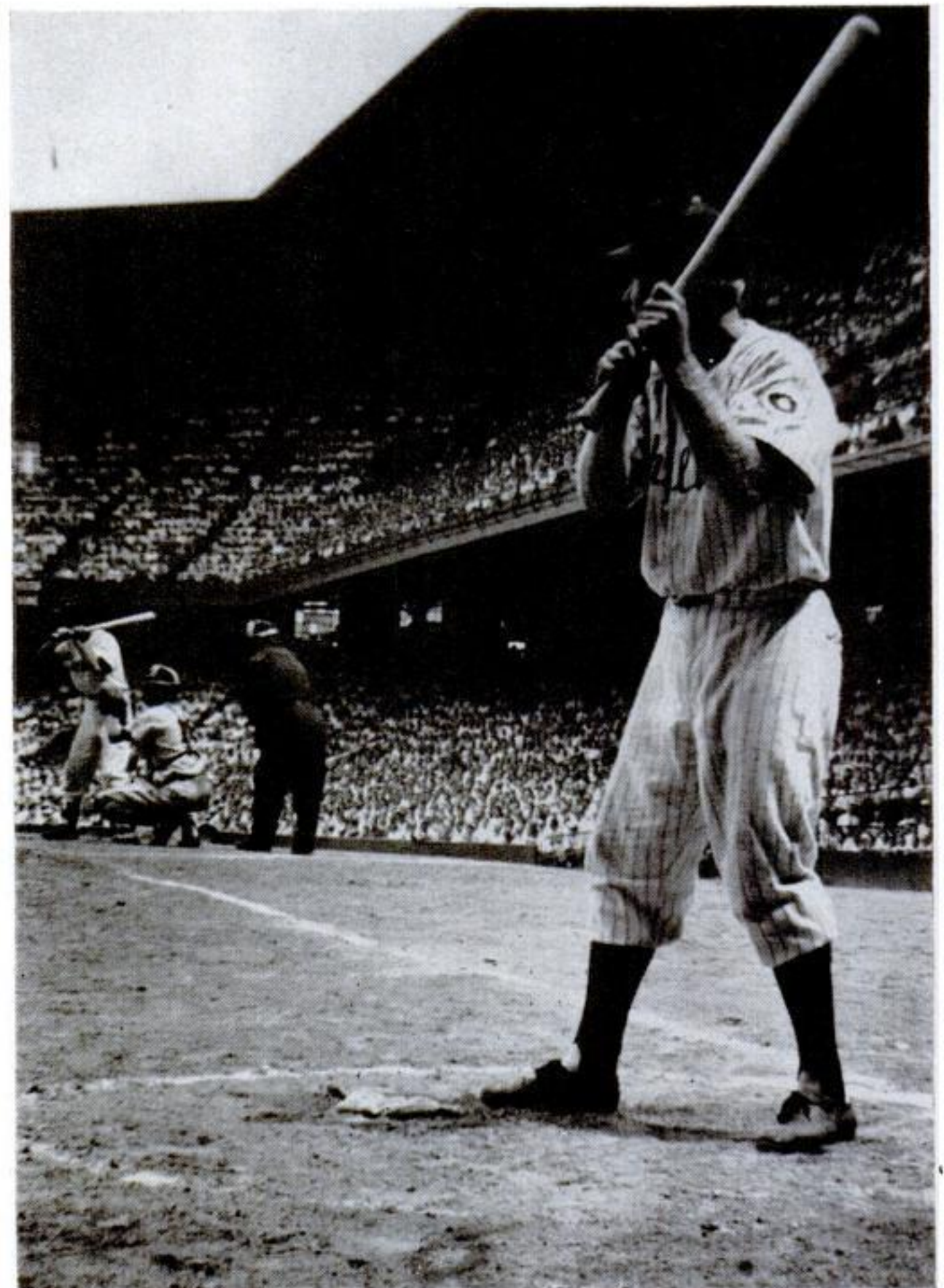
People prefer

GILBEY'S GIN

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*Distilled and bottled in the United States, England, Brazil,
Australia, South Africa, France, Italy, Argentina, Chile.*

**GILBEY'S DISTILLED LONDON DRY GIN. 90 PROOF. 100% GRAIN NEUTRAL SPIRITS
W. & A. GILBEY, LTD., CINCINNATI, OHIO**



DEPTH OF FOCUS in Brownie gives clarity and detail to both foreground and background. Here Peskin used this characteristic to show an "on-deck" batter practicing timing by swinging at pitches as though he were at the plate.



SHOOTING ANGLE is exceedingly important in photographing motion with a Brownie. If the subject is running directly toward the camera (above) or directly away, the action can be stopped without producing blurred image.

CONTINUED ON PAGE 125

HIGH SIGN

For Mileage—



ALL THE GAS MILEAGE YOUR CAR CAN DELIVER!

Here's How to Make Your Gas Dollars Go Farther!

Do what the 32 drivers did in the now-famous Mobilgas Economy Run . . . keep your car in top condition—give it regular Mobil-Care—drive carefully—use one of America's two power-packed favorites—Mobilgas or Mobilgas Special.

What a great performance—they averaged an amazing 23.92 miles per gallon over a grueling 840-mile course—far more mileage than most motorists get or expect!

You can improve *your* car's mileage performance, too! See your friendly Mobilgas dealer!

Get **Mobilgas SPECIAL**

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Set your course for
good taste in whiskey
-steer for CORBY'S PARROT



There's one landmark millions steer for when they want good-tasting whiskey. It's Corby's Parrot! This colorful symbol identifies Corby's—one of the nation's largest-selling brands. Your course is clear. Say Corby's—the very next time.

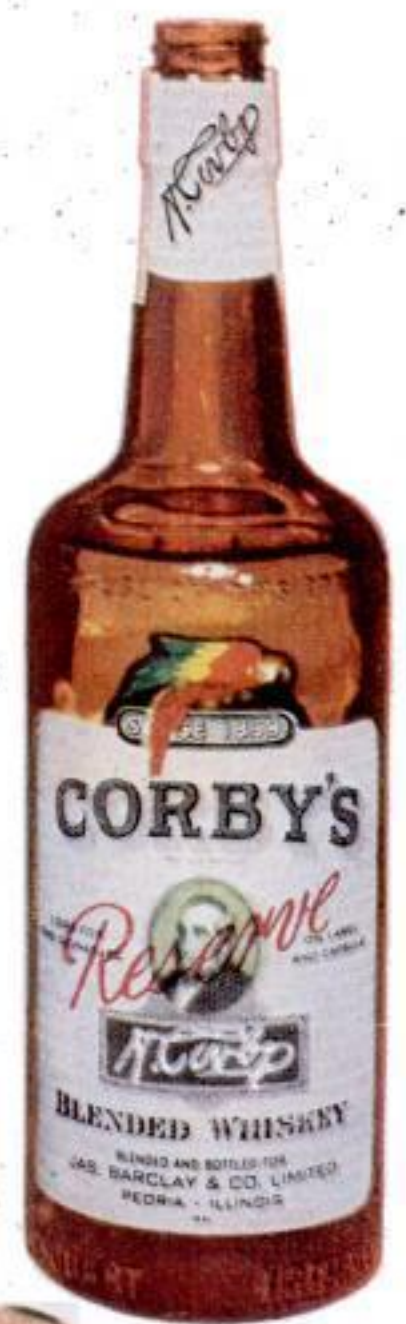


Say

CORBY'S

A grand old name since 1859

LOOK FOR THE
PARROT ON EVERY
CORBY'S BOTTLE



RESERVE BLENDED WHISKEY—86 PROOF—68.4% GRAIN NEUTRAL SPIRITS—JAS. BARCLAY & CO. LTD., PEORIA, ILL.



DISTANT ACTION can be sharp when a close-up picture would be blurred. Here, by drawing well back from home plate, Peskin caught Stan Musial hitting a home run. The action, tiny in the original print, was enlarged, a device which can sometimes compensate for the deficiencies of a Brownie camera.

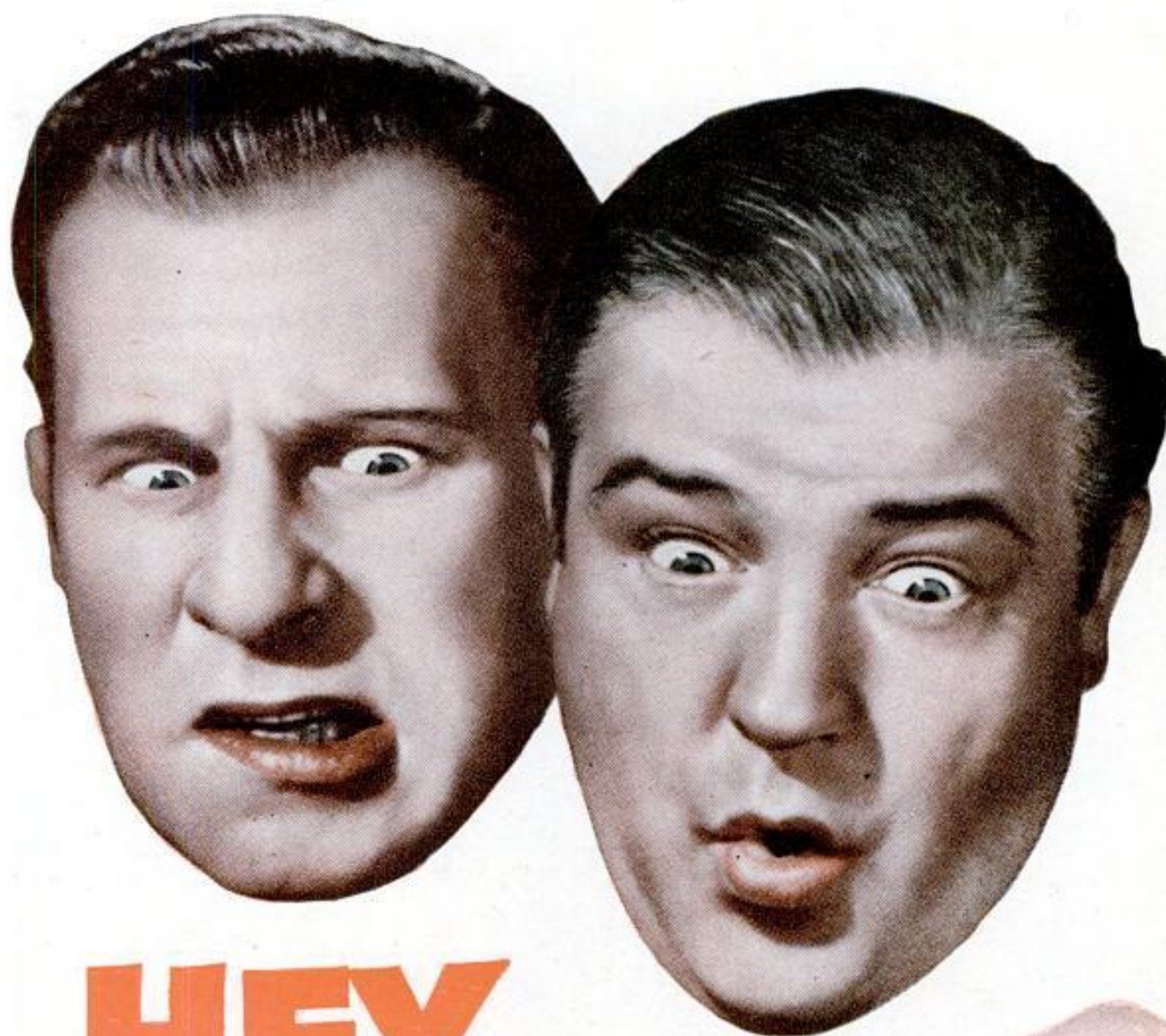


SUSPENDED ACTION can be caught at the moment when motion in one direction has stopped and new motion has not begun. Here a slide into third base, shot by expert-eyed Peskin at the split second when the base-runner hit the bag, is sharp at the Baby Brownie shutter speed—1/30 of a second.



CROWD ACTION should be taken head on when spectators are animated and so interested in what is happening in game that they ignore camera. Here faces in back rows came out with surprising clarity. In front row are wife and baby of St. Louis Pitcher Crimian, who is winning his first big league game.

CONTINUED ON NEXT PAGE



HEY
...that muck in our car?

A mucked-up oil filter can cost you plenty in engine repairs. Get a new Purolator* Refill—quick!



The oil filter in your car was put there to trap all those engine-wrecking abrasives that chew away at precision parts. But *every* filter chokes up in time—thus fails to do this vital protective job. Result: your car doesn't run as well or last as long. And repair bills multiply.

What to do? Don't delay—get in a clean filter refill—fast.

Which make? Pays to buy the best—a Purolator Micronic*. New accordion-type design gives up to 10 times the filtering area—with pores so tiny they trap particles you can't even see.

Cost much? Strictly small change—\$1.38 to \$3.00, depending on car make. (Complete housing and refill—\$6.50 up.)

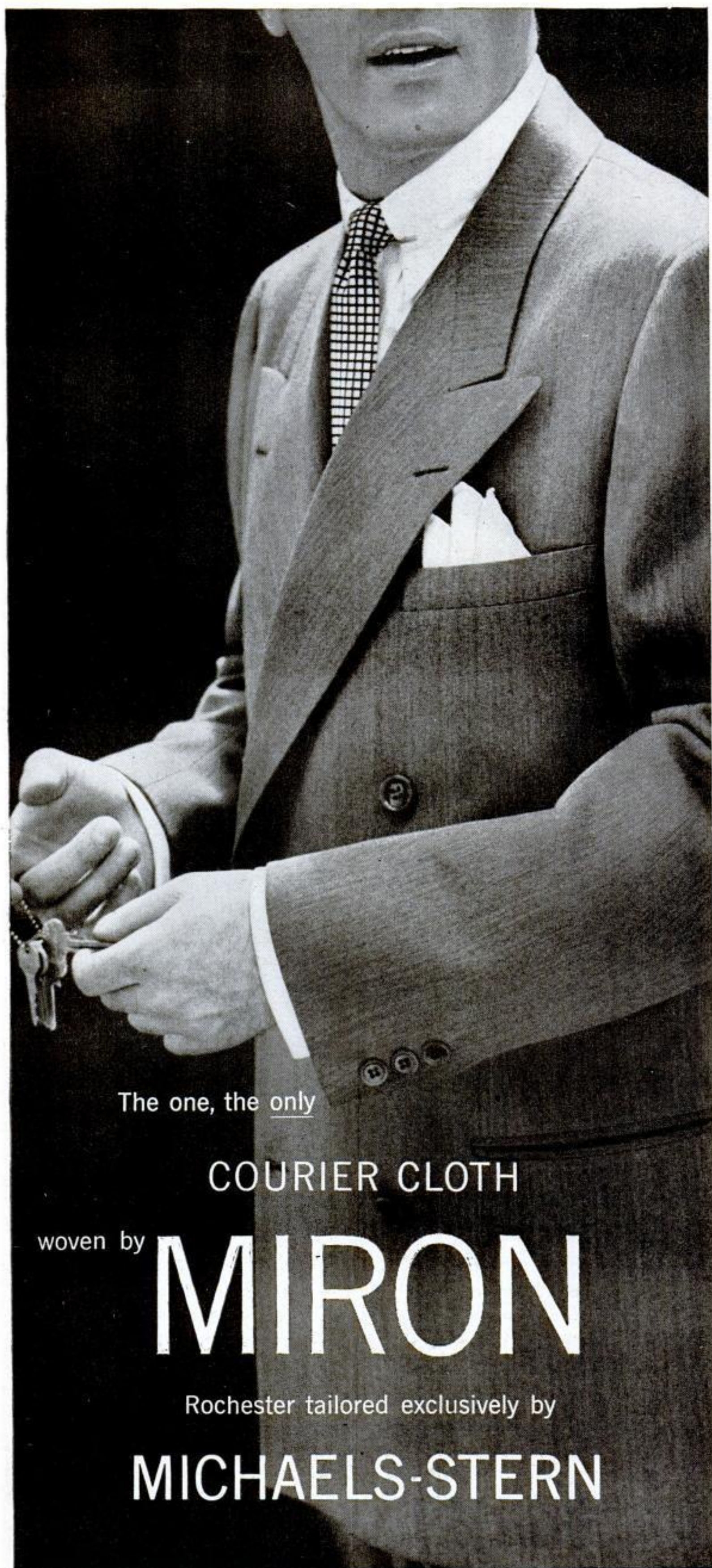
Take long? Only a few minutes—at your favorite service station, garage or car dealer. Purolator Products, Inc., Rahway, N. J.; Toronto, Ontario, Canada. *Reg. U. S. Pat. Off.

PurOlator
MICRONIC
OIL FILTER



Right you are—it's **BUD ABBOTT** and **LOU COSTELLO**, now starring in **"COMIN' ROUND THE MOUNTAIN"**

A Universal-International Picture



The one, the only

COURIER CLOTH

woven by

MIRON

Rochester tailored exclusively by

MICHAELS-STERN

Unique, unparalleled Courier Cloth... the fabric that started a new fashion tradition in menswear. A yarn dye sheen worsted with the strength of sharkskin, the luster of gabardine, the suppleness of flannel. 100% virgin wool, handsomely tailored, \$69.50. At 1,263 of America's finest stores. Miron Mills, Inc., 51 Madison Avenue, New York 10, N. Y.

Brownie Photography CONTINUED

IT CAN ALSO COVER SANDLOTS

Knowing that Brownie owners will never get his chance to photograph big league players in action, Hy Peskin stayed on the ball field after a game to show the kind of pictures that can be taken by a box camera-man at a sandlot game. He applied the same techniques in photographing these kids at play that he used in shooting the game itself. And he also avoided what he considers the greatest pitfall of amateur photographers: allowing the subjects to become conscious of the camera.



FUTURE PHILLY pitches for a one-man grandstand after the game. This candid was shot at the moment of suspended action, as in picture on page 125.



PROUD FATHER gives his son the thrill of touching the Shibe Park home plate. Peskin says the blurred figures in background add to picture, give it life.



SECOND BASE SLIDE mimics the big-leaguers and also shows what kind of photo album shots a parent can get of his own children with a Baby Brownie.

Like the Country Fair...

MAXWELL HOUSE IS AN AMERICAN TRADITION

Down through the years, *one* coffee has grown to be as real and heart-warming a part of American living as the little country fair, with its friendly rivalries by day... its carnival gaiety by night. In this nation of coffee lovers, Maxwell House is America's favorite brand—chosen above *all* others for its wonderful "Good to the Last Drop" flavor. That's why—North, South, East or West—the Maxwell House symbol of cup and drop is known as the sign of *good* coffee wherever you go!



A Product of General Foods

Everybody knows
the Sign of Good Coffee . . .

. . . the one coffee with that "Good to the Last Drop" flavor!

EVERY DAY IS "FIT"

Maggi McNellis one of America's ten best-dressed women, says: "I never knew shoes could fit so beautifully till I discovered Naturalizers. If you would like to know where to get Naturalizers in your city, write to me—Maggi McNellis, Naturalizer Division, Brown Shoe Company, St. Louis."



This just can't happen with Naturalizer! If you can't wait to slip out of your shoes, even when you're in a theater or restaurant, you're missing the comfort of Naturalizer's famous fit.

TUNE IN Maggi McNellis and Bud Collyer on one of TV's smartest shows—"Say It With Acting," presented by Naturalizer, Friday evenings, on the ABC television network, 7:30 to 8:00 EDT.



TEST DAY

FOR

Naturalizer®

The Shoe with the Beautiful Fit

MAKE THE FAMOUS FIT TEST YOURSELF
DURING THE FIT PARADE - SEPTEMBER 15 TO 29

Right now is a wonderful time to make the Fit Test. You choose your shoes from Naturalizer's famous Treasure Chest collection of styles—six outstanding shoe patterns for fall. Wear a pair of these famous-for-fit Naturalizers. Walk in them. Check them. Prove to yourself that they fit like no other shoes you've ever worn. Notice that Naturalizers never gap, never slip, never pinch. Every day of the year thousands of women discover that this flawless fit brings them new shoe comfort. Why wait? Make your Fit Test now. You, too, will switch to Naturalizers.

Shoes illustrated **10⁹⁵** to **12⁹⁵**

HIGHER DENVER WEST
Other styles, 9.95 to 12.95



Here's the way your Naturalizers fit. They're always so comfortably snug and smooth at the heel... with plenty of freedom at the toe... and they never, never gap, pinch or slip.



FLIGHT



ROSALIE

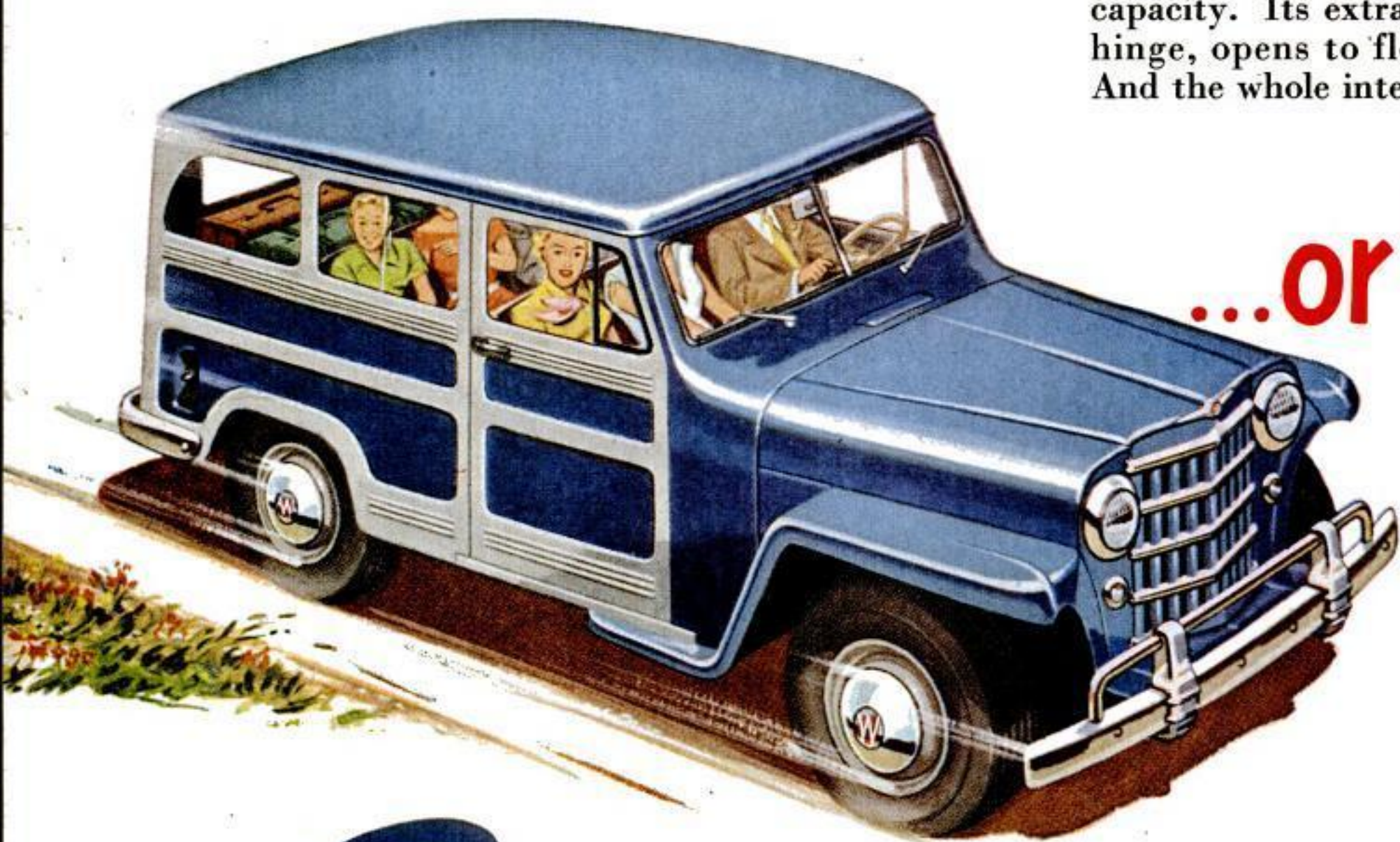
Naturalizer Size Chart

	4	4½	5	5½	6	6½	7	7½	8	8½	9	9½	10
AAAA						✓	✓	✓	✓	✓	✓	✓	✓
AAA						✓	✓	✓	✓	✓	✓	✓	✓
AA				✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
A			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
B	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
C						✓	✓	✓	✓	✓	✓	✓	✓



Weekday work ...

No other station wagon matches a Willys for practical usefulness in hauling—especially tall, bulky loads. Its cargo space is 4 feet high ... almost 5 wide ... 98 cubic feet in size ... half a ton in capacity. Its extra large tailgate, with full-width hinge, opens to floor level, supports 1,000 lbs. And the whole interior is washable!



...or Week end play

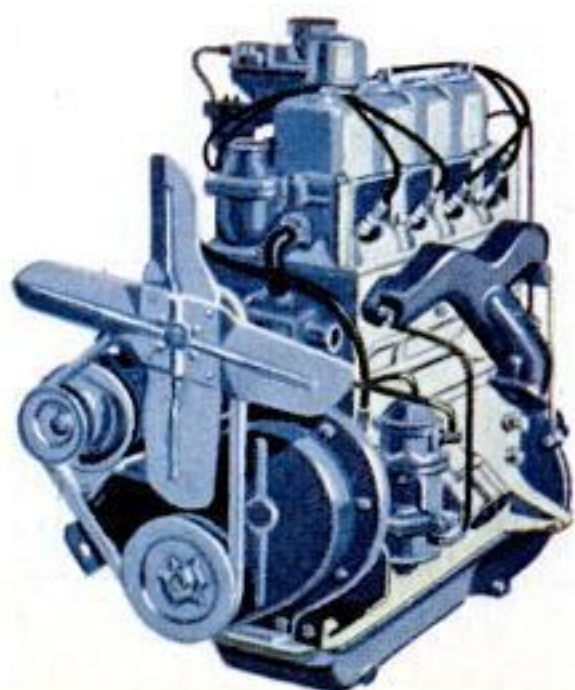
The double-duty Willys is ideal, too, when the family is headed for fun. It is big and roomy, with over-size luggage space ... smooth and comfortable ... quickly obedient to your hand on the wheel. And the long-mileage Willys is so thrifty you'll never ponder its cost on a trip!

Save up to \$400

When you buy a Station Wagon

With wider usefulness and lower running costs, Willys is the buy—hands down! But here's the clincher—Willys costs up to \$400 less than competitive, full-size station wagons! See your Willys dealer now!

HIGHEST-COMPRESSION ENGINE in the low-priced field—that's the F-head *HURRICANE* that gives you money-saving mileage and flashing performance in a Willys Station Wagon. Compare the compression ratio—7.4 to 1—with any station wagon in its price class!



WILLYS

makes sense

— IN ECONOMY — IN EASE OF DRIVING — IN COMFORT



BIG STORAGE UNIT puts vertical space to use in a child's room. Platform on top is for play or for an

extra bed. Under it are storage shelves and a theater. The child on platform is manipulating two puppets.

CHILDREN WITHOUT CLUTTER

Storage units adapted to any home make it possible for children to fit their toys into a small room

The average child's room is a small maelstrom of scattered toys, with books all over and objects on wheels where they are most likely to upend a parent. It does little good to beg a child to tidy up his room if there are no places for him to put his paraphernalia. To help solve this problem, Joseph Aronson has designed storage

units that make it possible to tuck books, trains, games, puzzles out of sight and give the child and his friends enough room for play. Plans for six space-tripling devices to fit most rooms are available free from the American Toy Institute which is happy to help indulgent parents store a limitless number of toys in a limited space.

(Advertisement)

why were 6 million women wrong?

According to a survey, 6,000,000 women said they'd been wrong again and again in their choice of a deodorant. They complained of trying one after another without ever finding one that was completely satisfactory.

* * *

Last year, however, these women discovered a new deodorant that won their loyalty immediately. It's the amazing spray deodorant developed by The Andrew Jergens Co. chemists after two years of research—Dryad.

* * *

Jergens Dryad gives you three-way protection—*instantly*. It checks perspiration *instantly*. It eliminates the odor of perspiration acids *instantly*. And it overcomes odor-causing bacteria *instantly*.

* * *

No other deodorant can duplicate Dryad's effective 48-hour protection — yet it's safe on the finest fabrics, has the freshest fragrance. Get the pretty pink squeeze bottle today and see for yourself. One bottle lasts for months. Only 49¢, plus tax. (Also in cream form.)

GOOD.. any old time!



the cracker
with
that swell
cheese
flavor



America's
largest selling cheese cracker!
Sunshine Biscuits, Inc.

Child's Room CONTINUED



DRAWER ON ROLLERS under bench and set of open shelves pulls out, has folding legs which may be set up to

raise the drawer to table height. This is large enough to be the perfect tuck-away solution for a boy's electric train.



BOXES ON CASTERS tie together to make a freight train. At night, filled with toys, they slip neatly under bed.



GARAGE can be built under the platform (p. 131) to hold tricycle and other big toys, keep them out of the way.

CONTINUED ON PAGE 134



7:30 am...Off to the studio! Ezio Pinza caps his operatic and "South Pacific" triumphs with a screen success as brilliant as the smart, new Henry J he drives! Here he is studio-bound in the Fashion Car of 1951!



8:15 am...On the lot! The husky singer gives a stellar screen performance in MGM's "Mr. Imperium." And his Henry J *always* gives stellar road performance! From road to roof, it's one of the strongest-built cars in the world!



1:45 pm...Recording date! Thousands will soon enjoy Ezio Pinza's rich, romantic voice in recordings from "Mr. Imperium." And he's completing a new RCA Victor Album provocatively titled "Ezio Pinza sings, 'I Love You.'"



3:30 pm..."Autograph, please!" At an age when some actors play character parts, Pinza is the idol of feminine fans. Everyone admires his vigor and charm—as they admire the stamina and strength of the Henry J!



3:45 pm...Pleasant miles! Whether horseback riding with his children Clelia and Pietro or driving a car, Mr. Pinza enjoys every minute on the road! Naturally—he gets up to 30 miles a gallon from his thrifty Henry J!



4:30 pm...Two's company! Mr. Pinza and his wife, Dolores, relax beside a lagoon. Wherever they go, their Henry J rides them smoothly and safely—thanks to its bigger vision area and oversized brakes!

An enchanted day in the *Henry J* with **Ezio Pinza**, star of MGM's "Mr. Imperium"



7:00 pm...Stepping out! With baby Gloria tucked in her crib, the Pinzas are off to a party! Off in the superbly-engineered car that saves them up to \$538 on initial cost...and extra dollars on gas and oil...tires...upkeep and other fees and charges—for a total saving of up to \$600 the very first year! Take a tip from the Pinzas, and see the Henry J at your Kaiser-Frazer dealer's today!

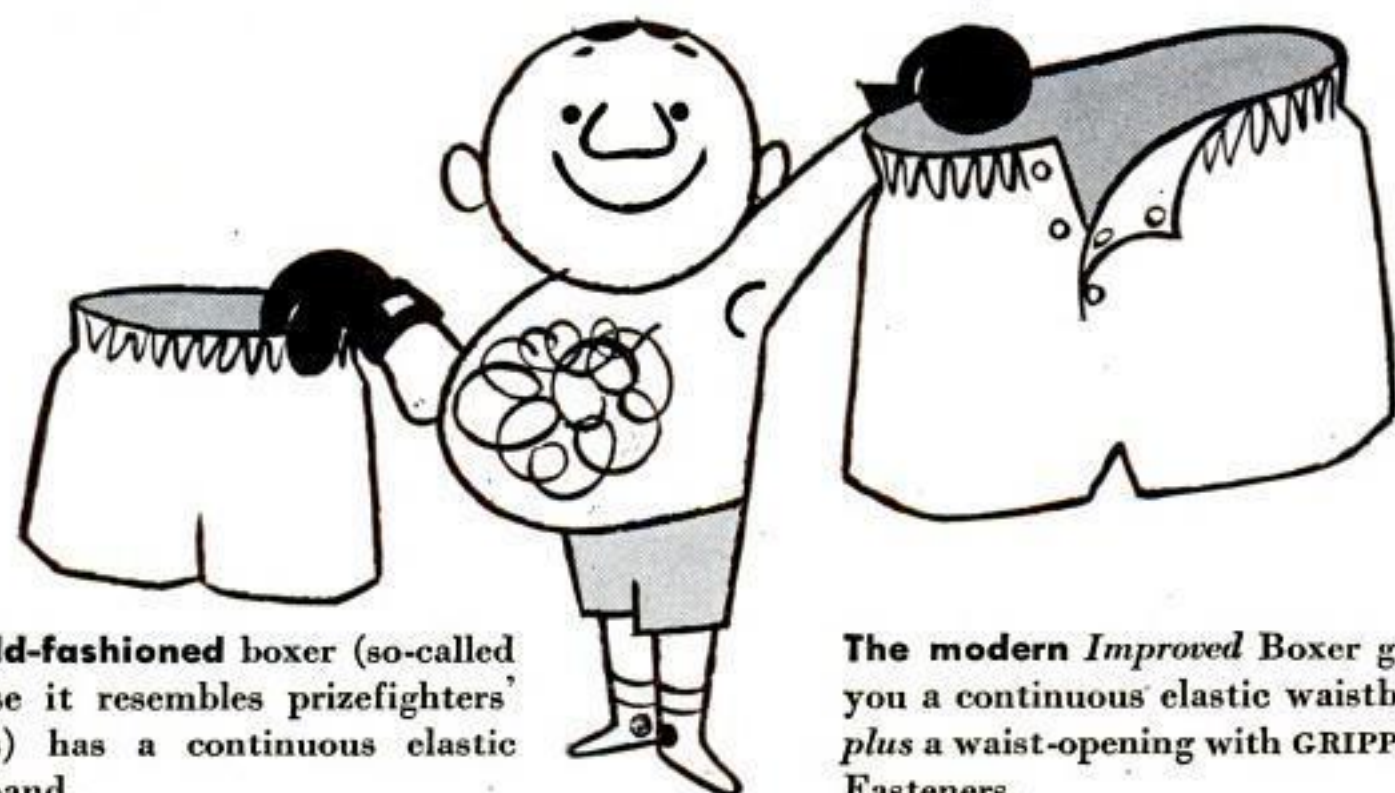
\$1333

Delivered at Willow Run with Federal taxes paid. Only de luxe bumper guards, and local tax (if any) additional. Prices subject to change without notice.

Kaiser-Frazer's *Henry J*
the Fashion Academy Car for today!



Men who **LIKE** boxers ... **LOVE** 'em with a waist-opening! (GRIPPER* Fasteners) provide it!



The old-fashioned boxer (so-called because it resembles prizefighters' trunks) has a continuous elastic waistband.

The modern Improved Boxer gives you a continuous elastic waistband plus a waist-opening with GRIPPER* Fasteners.



IF THE IDEA of a continuous elastic waistband, as on the boxer shorts, appeals to you, let us remind you of this: GRIPPER Fasteners give you the boxer advantage plus a waist-opening!

You can see right away why men who were once satisfied with ordinary, old-fashioned boxers now demand Improved Boxers and won't take anything else, no matter what!

In addition to the reason already given, consider for a moment, these

three other important advantages:

1. Improved Boxers are easier to get in and out of!
2. Improved Boxers give longer life to the elastic!
3. Improved Boxers are more convenient—smarter looking!

Ask for them next time you're shopping for shorts. You'll find them the most comfortable shorts you've ever worn in your life!

GRIPPER Fasteners for home attachment—available at most notion counters

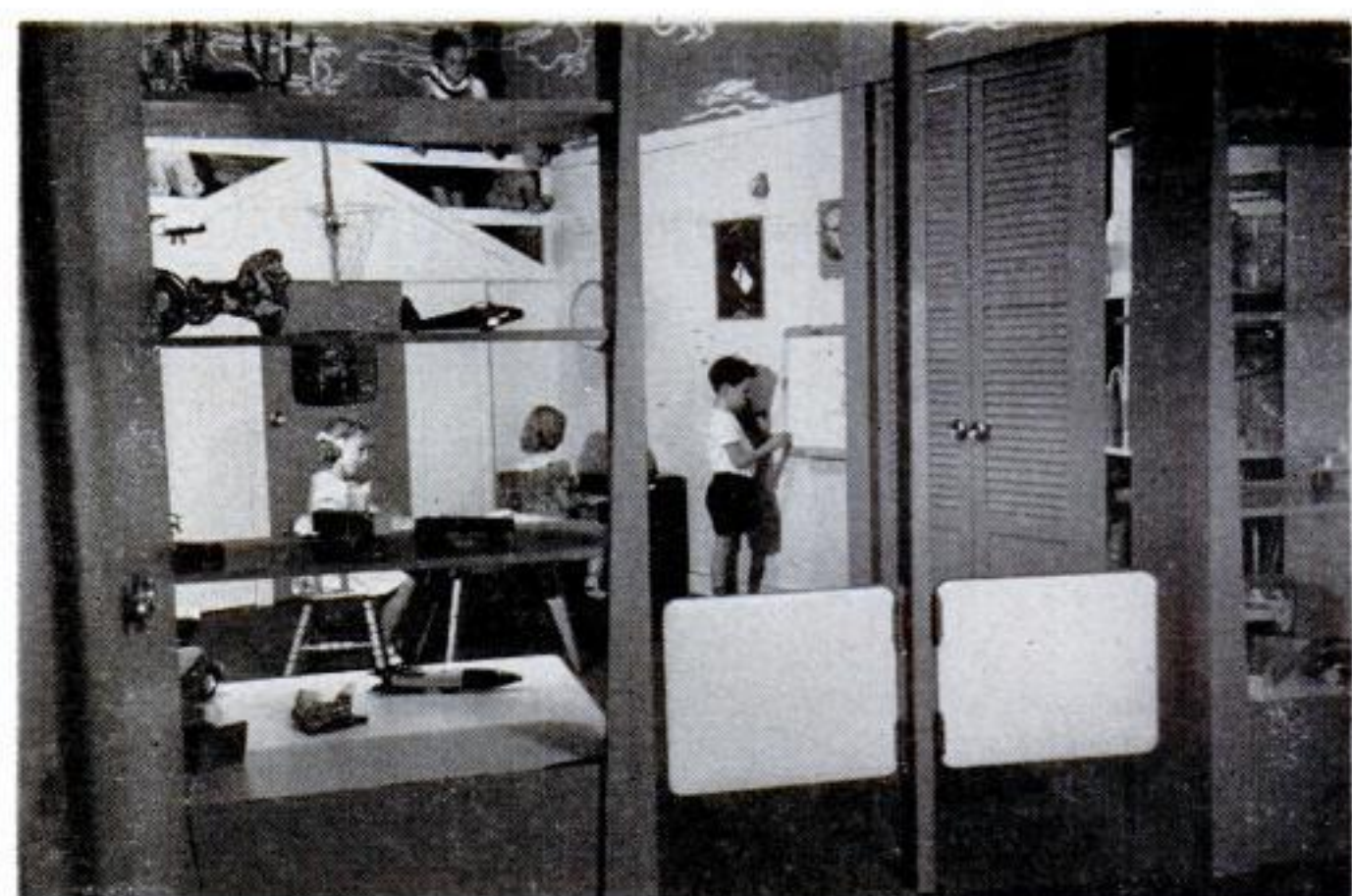
GRIPPER* FASTENERS

*© by Scovill Mfg. Co.



THE LAUNDRY-PROOF SNAP FASTENERS THAT END 'BUTTON BOTHER'!
A PRODUCT OF SCOVILL

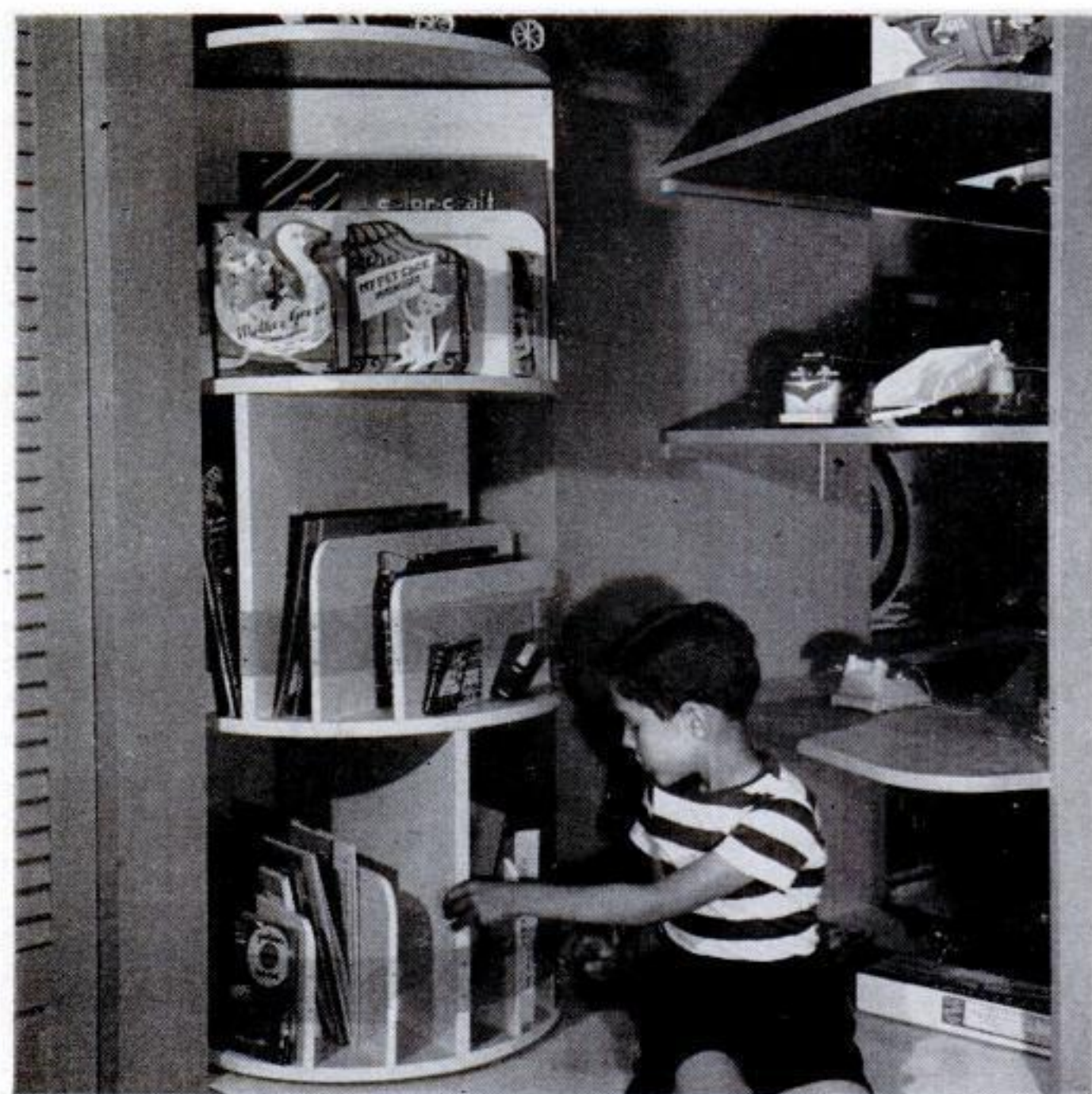
Child's Room CONTINUED




OPEN SHELVES divide room into small sleeping section (this side of swinging gate), larger play section (far side). Masonite wall right is for pin-ups.



LOUVERED DOORS hide rows of shelves which hold toys, paints, crayons, young collectors' messy prizes. A work shelf comes down to make a spacious desk.



CIRCULAR BOOKCASE revolves, takes up small space, stores a great many records, books, games and puzzles in slots and makes selection easy for the child.



John N. Tyler discovered a business in his hobby

His Model R. R. Kits Helped to Build a Multimillion-Dollar Industry!

A ship's engineer and a scale-model railroad fan, John Tyler spent his time ashore in building miniature motors for other enthusiasts. Then he thought: Why sell only motors—why not *complete* kits? Forsaking

his sea career, he founded a company to supply semi-finished parts to America's model makers... who now spend \$6,000,000 a year on their hobby! Mr. Tyler's latest offering, "The General," is shown below.



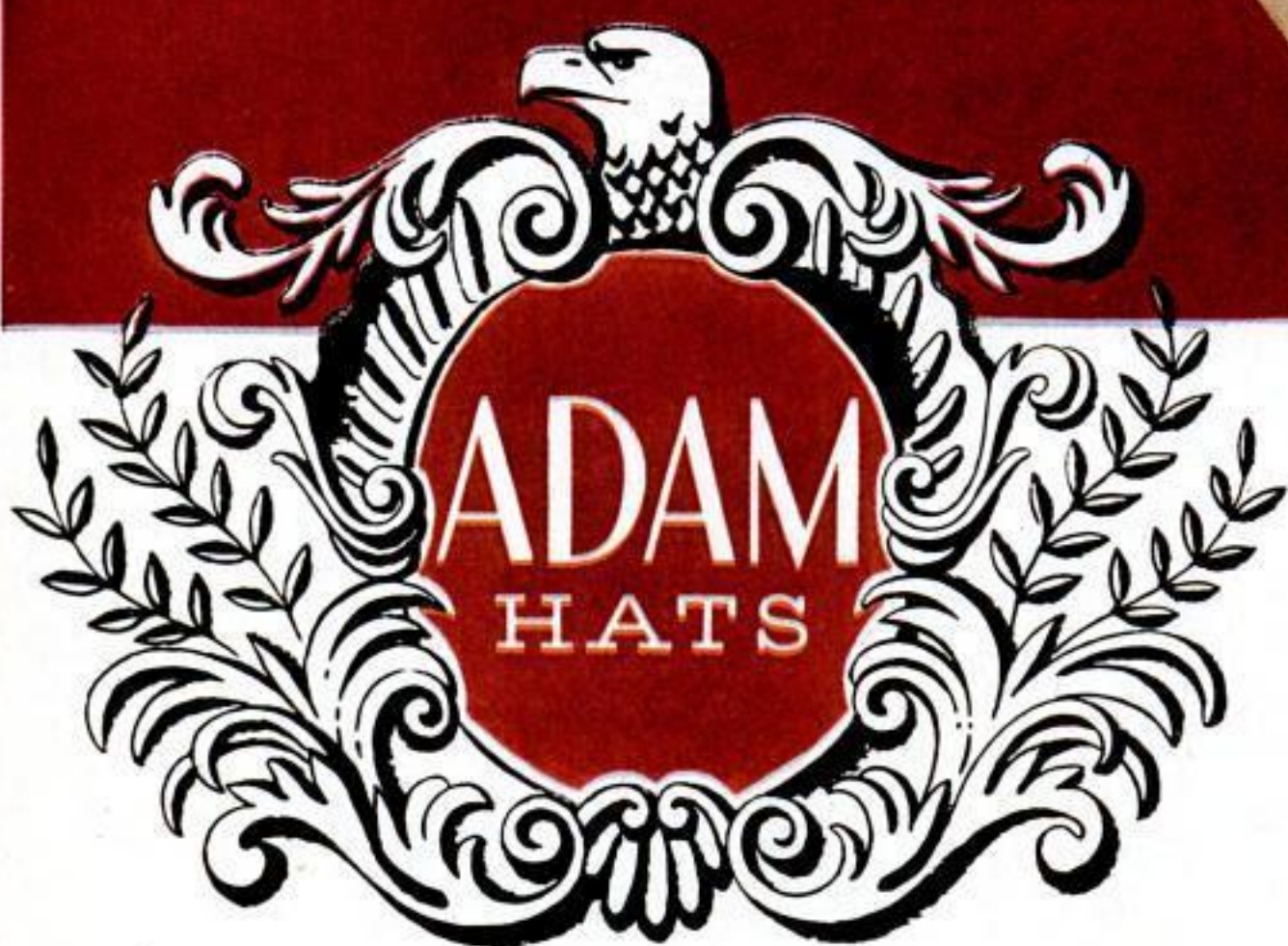
When you discover **HUNTER**...

you'll instantly recognize the superior flavor that has made it famous as America's luxury blend. Hunter's flavor is so distinctive that no one has been able to copy it in over 91 years.



Hunter-Wilson Distilling Co., Inc., Louisville, Ky. Blended Whiskey 86.8 Proof. 65% grain neutral spirits.

COMPARE QUALITY



The First Name in Hats

MR. MAIN STREET

\$750

Smartly styled by Adam, and
pre-shaped to hold its looks!
Luxuriously lined, with bound
edge. All popular colors.

...STYLING...PRICES!

ADAM Hats Challenge Comparison!



ONE HAT COSTS \$7.50...THE OTHER \$10. WHICH IS WHICH? *

They look alike, yes. But for quality we believe you'd choose the Adam Hat at \$7.50 over the \$10 hat of another leading national brand.

Yes, we say to you in all sincerity, if you were to pick up these two hats... feel them... examine them carefully... we believe you'd choose the Adam Hat at \$7.50 every time!

We make this challenge because we are confident Adam Hats give you quality

equal to hats of other leading national brands costing at least \$2.50 more!

How can we do it? The answer is simple. Our modern streamlined methods of doing business... our tremendous volume purchasing, manufacturing and distribution... make it possible for us

to offer you, in every price class, a value you can't match.

That's why so many men buy Adam Hats at \$7.50 in preference to other brands costing at least \$2.50 more.

The new Fall Styles are in. Stop in today at your nearest Adam Hat dealer's and look them over! Compare them with other leading national brands for style... quality... value!

* The Adam Hat is on the right.

ADAM QUALITY GIVES YOU MORE FOR YOUR MONEY

Priced \$5 to \$20



Soft to the Touch, Pleasing to the Eye

The luxurious smooth feel and clear even colors of Adam Hats are brought out by superb hand craftsmanship in felt finishing.



Better Felt Means Better Wear

Adam Hats wear well and hold their shape because of expertly blended furs and superior construction used in the felt body.



Tops in Comfort and Styling

Adam Hats are cushioned for head comfort by the exclusive "Pliant-Eze" construction. Styling is modern, authoritative.

COMPARE!

Compare any Adam Hat... in any of these price classes... with other hats in the next-higher price class. See if you don't prefer the Adam Hat for Style, Quality, Value!

ADAM HATS • OTHER BRANDS

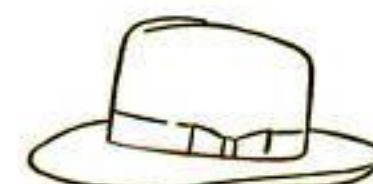


\$5



AGAINST

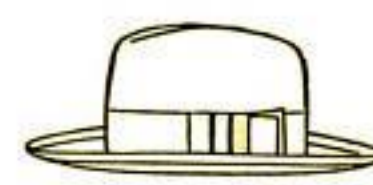
\$7.50



\$7.50

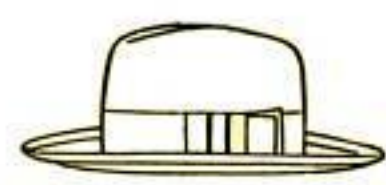
AGAINST

\$10



\$10

AGAINST



\$12.50-\$15



AIRLINES \$6

A handsome new model in the modern manner, with narrow binding and band. All colors.



STATLER \$10

For the man who likes a slightly wider brim. Has heavy grosgrain binding and handsome band.



HOMBURG \$8.50

Fast becoming a favorite for city and evening wear. Comes in smart midnight blue.

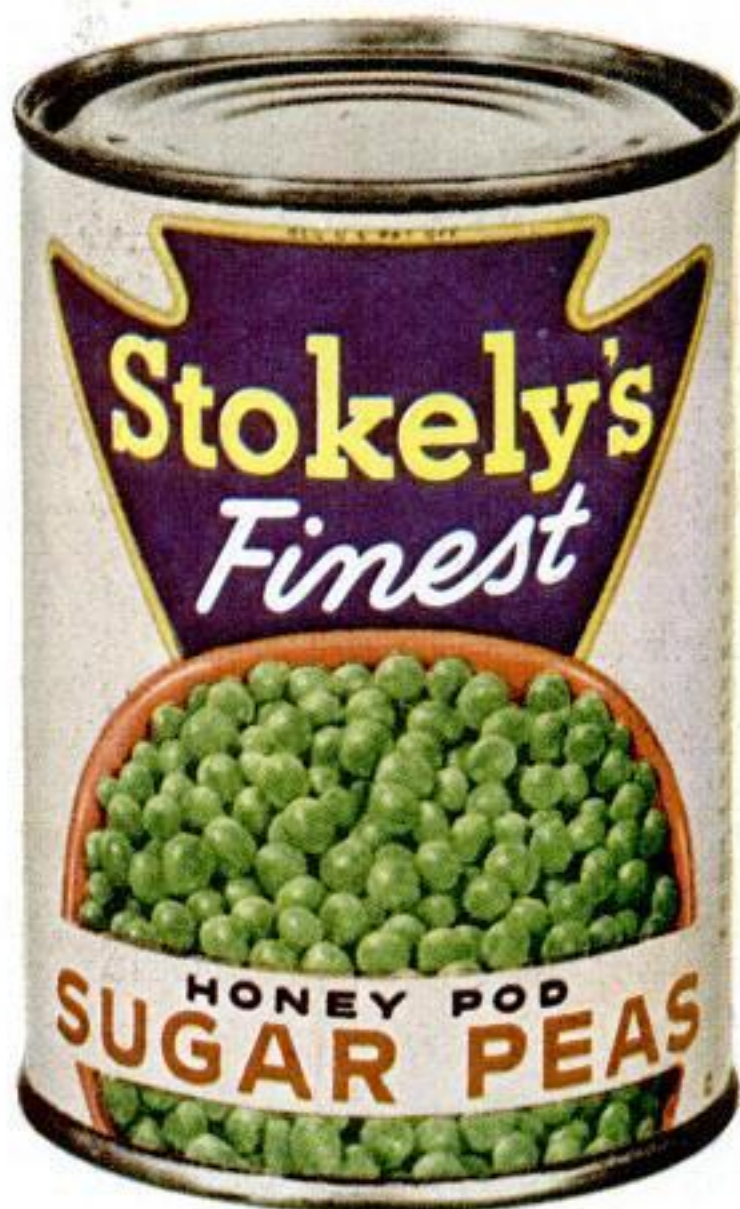
©OPR. 1951 ADAM HAT STORES, INC., NEW YORK, N. Y.

ALSO MANUFACTURED IN CANADA

Stokely's Finest NEW PACK Peas

The Pick of the Crop

ENJOY THEM TODAY



FRESH-PICKED

FRESH-PACKED

FRESH-TASTING

*Stock your shelf for winter with this
sweetness of summer*

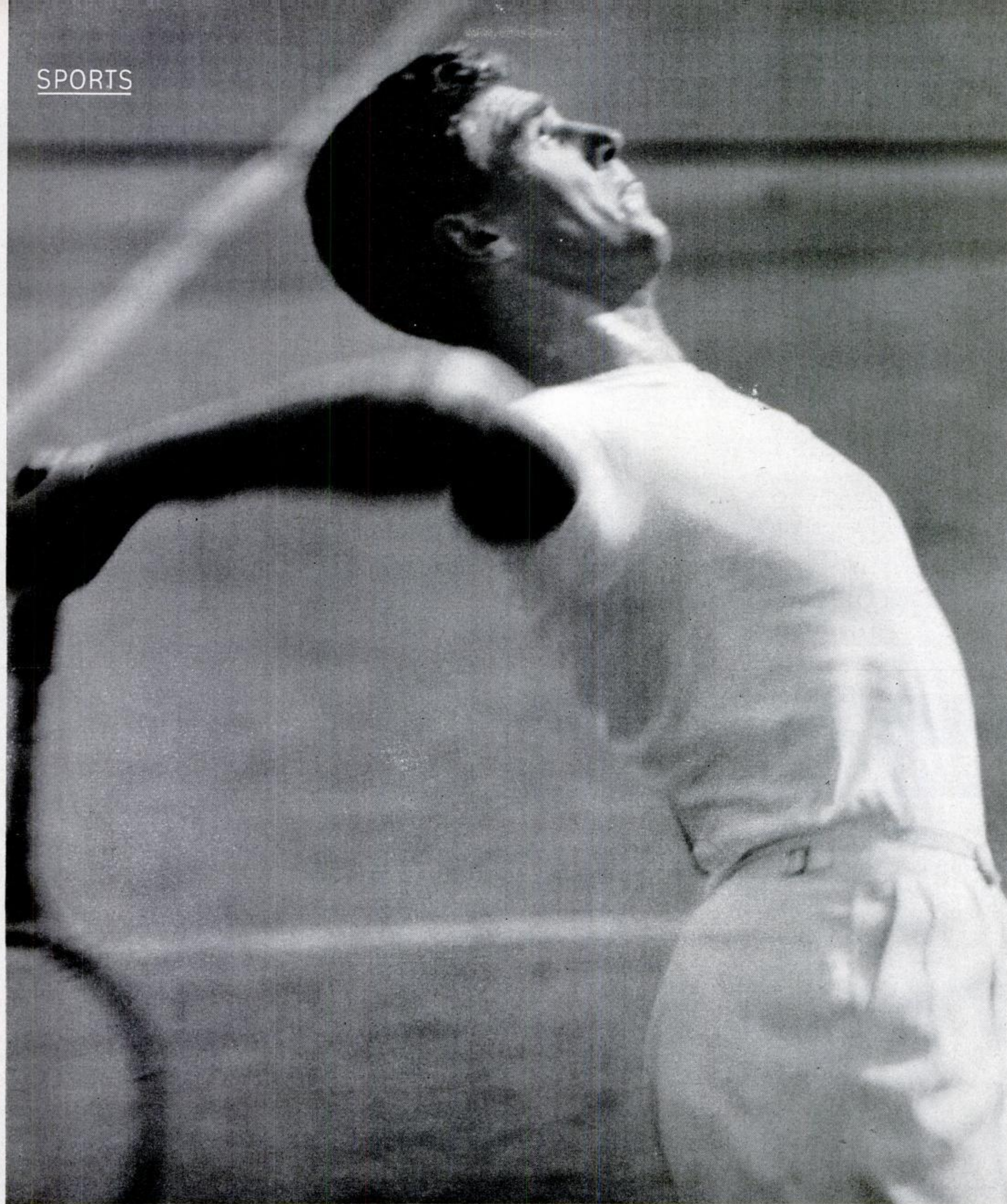
Look • Listen • Enjoy — Stokely-Van Camp's Little Show
Tues. and Thurs. Evenings • NBC-TV Network



Stokely's Finest
SINCE 1898

2 GREAT NAMES IN FOOD
that mean QUICK MEALS for you

Van Camp's
SINCE 1861



FRANK SEDGMAN OF AUSTRALIA FORMS A GRACEFUL ARC AS HE LEANS BACK TO HIT SERVE WHICH COMES OVER THE NET "HEAVY" AND HARD TO HANDLE

TENNIS GETS SOME NEW CHAMPS

Australian gives Americans some lessons and 16-year-old Californian becomes the women's champion

At Forest Hills last week Australia's Frank Sedgman, 23, gave U.S. players a lesson in advanced tennis. Without straining he unleashed a serve (*above*) that just about knocked opponents down. Without seeming to hurry, he was all over the court like a can of worms, piling

up points with half-volleys and overhands. It took him only 48 minutes to put away defending champion Art Larsen in the semi-finals, another 48 minutes to dispose of Vic Seixas (*next page*) and become the first Australian to win the U.S. singles championship. Stunned

spectators went away sadly wondering whether Sedgman was a wonder or whether the pallid opposition just made him look that way. They were stunned again, more happily, when an exuberant California bobby-soxer became at 16 the national women's champion (*pp. 142-144*).

they defy the laws of wear
and tear!



"our strongest and longest
wearing gabardine", says one of
America's greatest retail organizations.

(name on request)

it's an exclusive Thomson fabric!
the first fine gabardine to break the
high-price line!

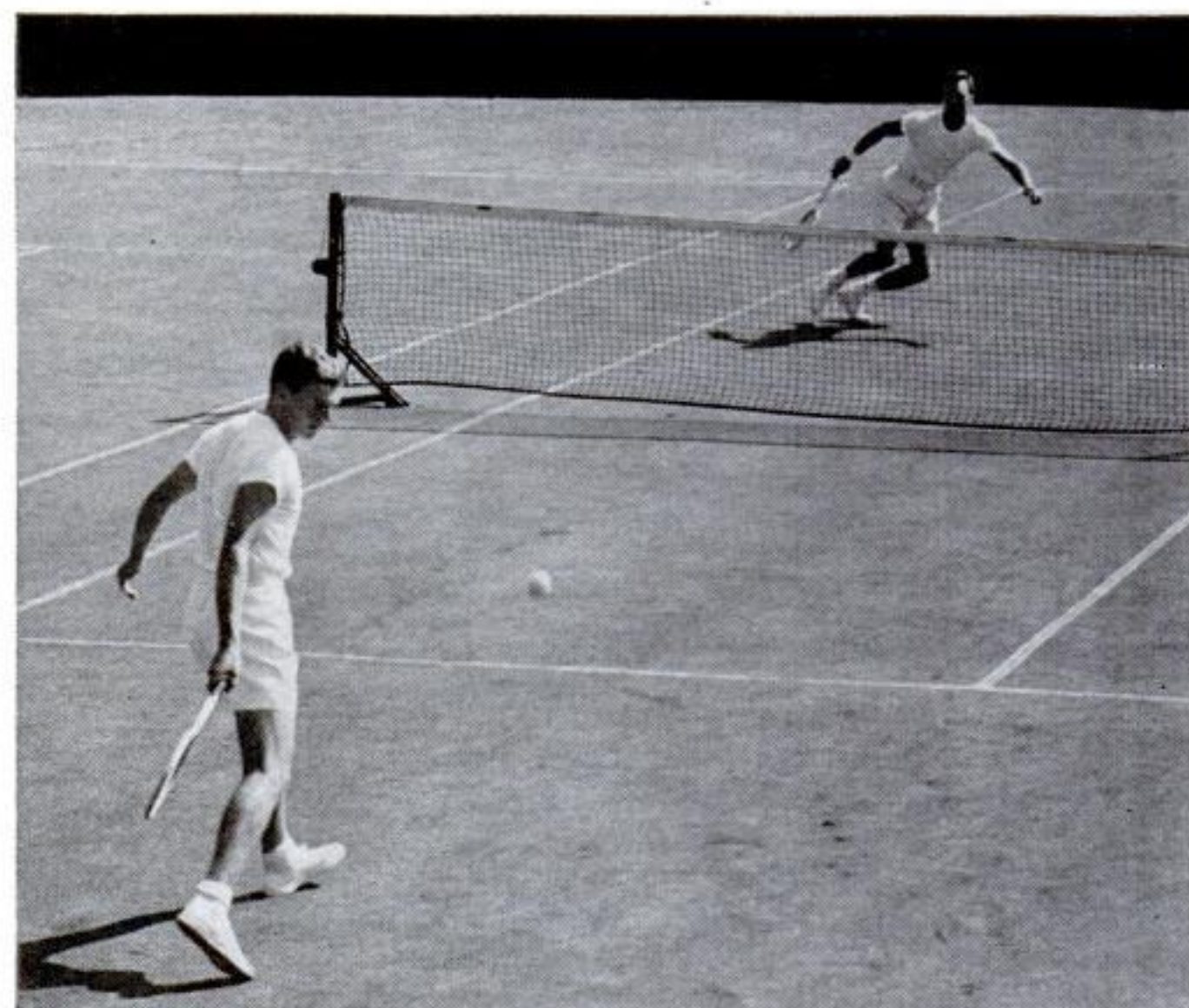
Thomson Tailored Slacks

made of Raylon - a magic merger
of Nylon and Rayon... about \$8.95
(slightly higher west of the Rockies)

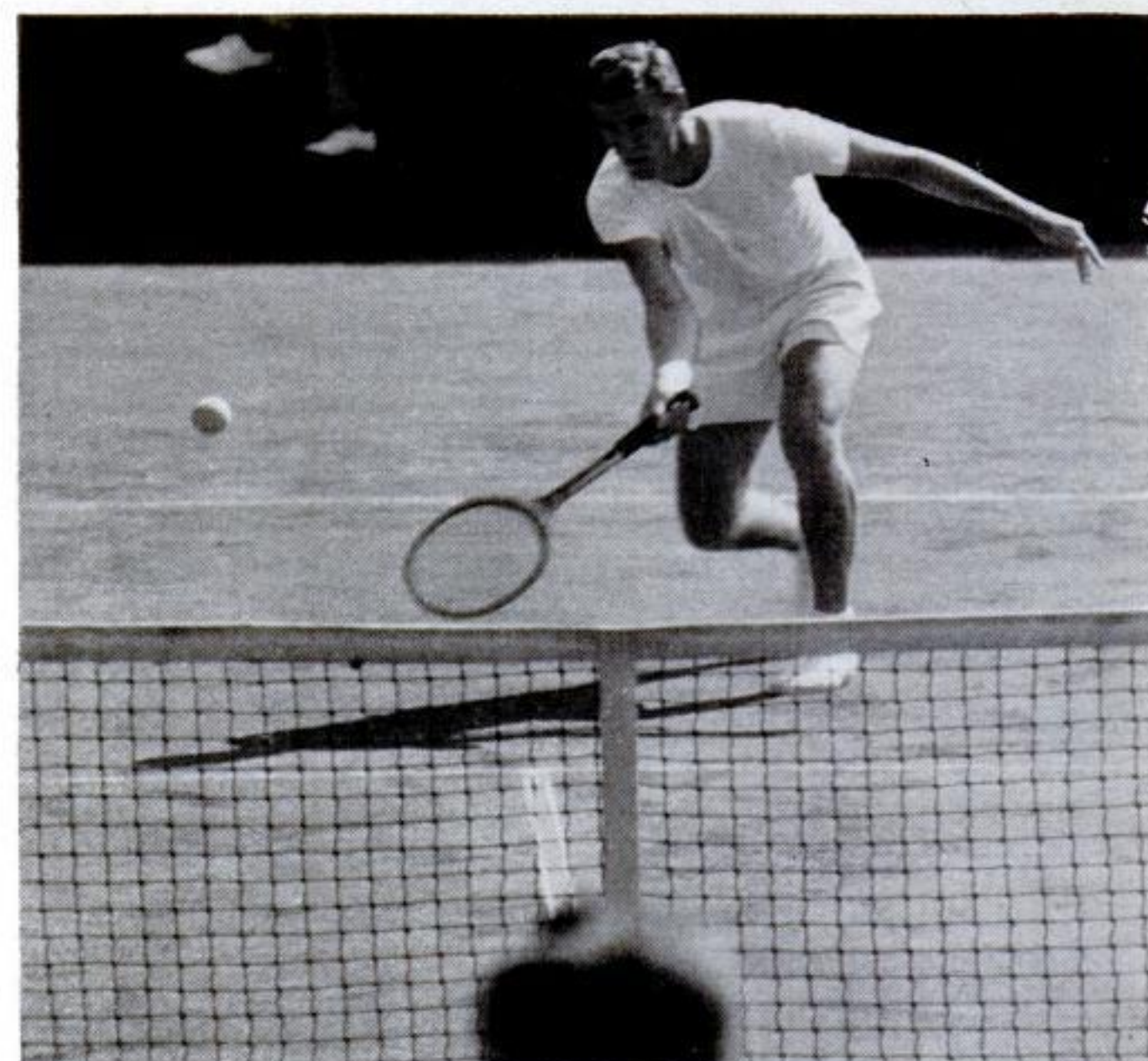


THOMSON COMPANY, WOOLWORTH BUILDING, NEW YORK 7

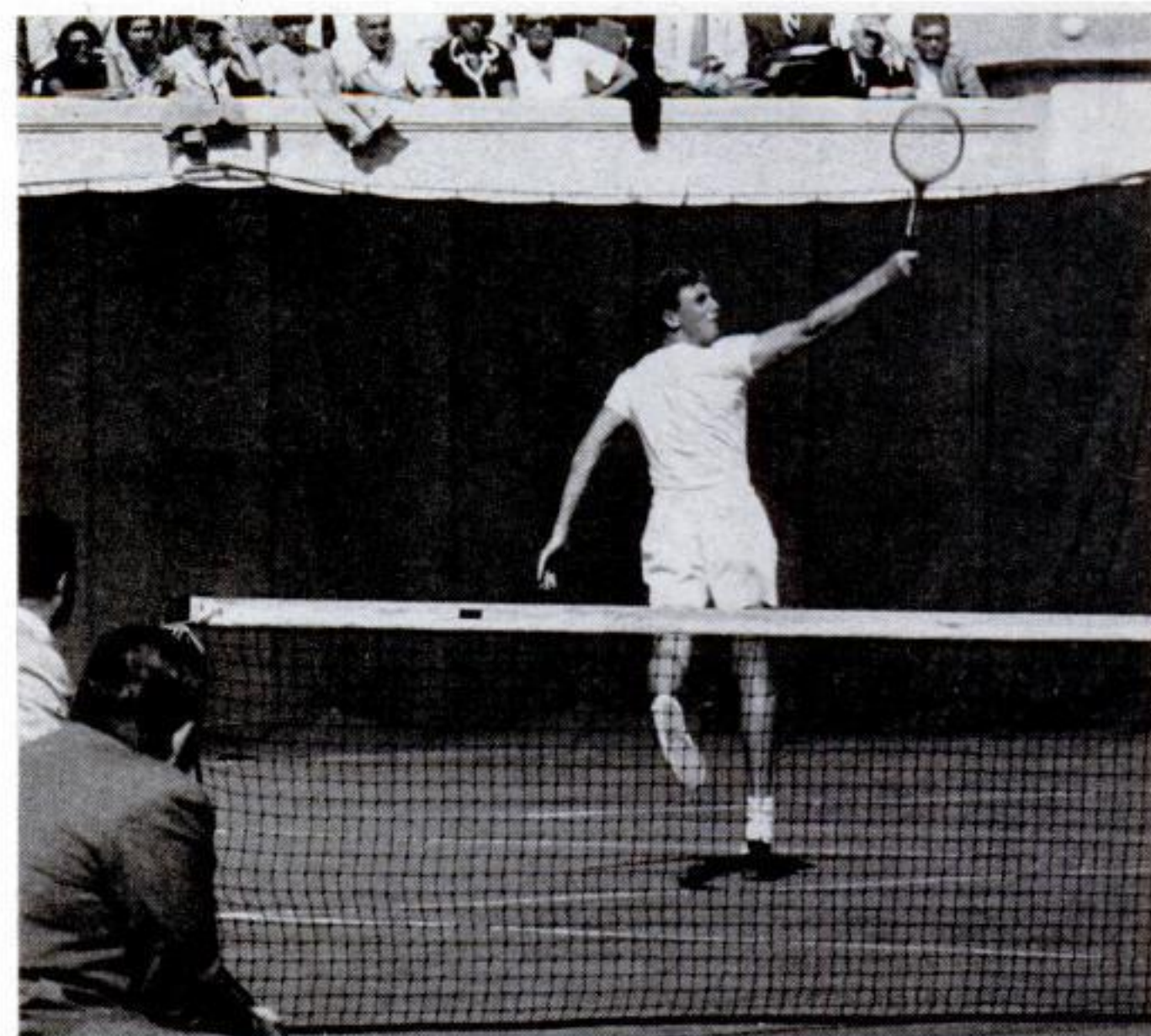
Tennis Champs CONTINUED



PASSING SHOT is set up by Frank Sedgman (foreground) after pulling Vic Seixas out of position. Besides speed, Sedgman has flair for anticipating shots.



HALF-VOLLEY is one of Sedgman's best tactical weapons. His great weakness up until last week was lack of confidence, which he seems to have cured.



BACKHAND-OVERHEAD is made by Sedgman after dropping back for a lob. He did this often, discouraging opponents who thought they had a winner.

CONTINUED ON PAGE 142

America's Best Pen

... For School
... For Home
... For Office

still costs only \$1



WEAREVER PENNANT PEN AT \$1 BRINGS YOU A CHOICE OF 5 INTERCHANGEABLE POINTS. CHOOSE THE ONE THAT SUITS YOU BEST

Here's a liberal education in pen values. Wearever Pennant writes and looks and lasts like pens costing many times more.

Your best pen buy at any price is the Wearever Pennant. Still priced at \$1, it is a truly sensational value in these days of high prices. Wearever Pennant is quality-made by the World's Largest Fountain Pen Manufacturer—David Kahn, Inc., North Bergen, N.J. Founded 1896.

No other pen selling at \$5 or less has all these features:

- | | |
|---|---|
| 5 INTERCHANGEABLE POINTS. Choose your favorite. Replacement points, 50c each | EXTRA INK CAPACITY. For longer service between fillings |
| VACUUM-SEALED INNER CAP. Assures instant starting | DOUBLE GRIP CLIP. Tension spring holds it securely in pocket |
| C-FLOW FEED. Transparent Lucite, shows when to refill | INK CONTROLLER. Reservoir on pen point keeps ink flowing |
| HANDSOME BARREL. New, colorful, enduring plastic | CHOICE OF COLORS. Pearlized finish in lustrous shades of maroon, green, navy and gun metal |
| HARDALLOY TIPPED POINT. Reinforced for smooth writing, long wear | |

WEAREVER®

FOUNTAIN PENS • MECHANICAL PENCILS
At leading stores everywhere

© 1951 David Kahn, Inc.

JOHNNY EDUCATES HIS MOTHER THE "WRITE" WAY...

WEAREVER Year Round Ball Pen with longer, larger cartridge and new improved spherical tip for smoother writing \$1

WEAREVER Pennant matching Pen and Pencil Set in beautiful gift box. \$1.98



HEADACHE?



Get fast pain relief with...

Bufferin

TRADE-MARK



PRODUCT OF
BRISTOL-MYERS

**Acts twice as fast as aspirin!
Doesn't upset the stomach!**

IF YOU SUFFER FROM ARTHRITIS OR RHEUMATISM, ASK YOUR PHYSICIAN ABOUT BUFFERIN



The finest razor
in the world

*Beautifully packaged in blue
satin-lined case, \$15.*

ROLLS RAZOR • 338 MADISON AVE., NEW YORK 17, N. Y.

Tennis Champs CONTINUED



MAUREEN'S SERVE is good but not up to rest of her game. Maureen, a high school graduate, plans to spend much of the winter improving the serve.



BETWEEN SETS, Maureen sweats it out under scoreboard, which shows reason for her concern. A 10-minute rest helped settle attack of nervousness.

BOBBY-SOXER BEATS JITTERS

For almost anyone the pressure at Forest Hills is enormous. But not for 16-year-old Maureen Connolly of San Diego, Calif., playing in the national women's singles. Maureen lived in a world where things were never just good; they were "simply dreamy." She burned up energy learning new Charleston steps, had a new boy friend every week, punctuated every remark with "Jeepers" and "Holy Cow." She breezed through the tourney to the finals, won the first set from Shirley Fry and then suddenly realized that she was on the threshold of history. Her tiny fists, which require a special tiny racquet handle, clenched. She gave herself pep talks and began to go to pieces while her coach Eleanor Tennant (*below*) grew tense. She lost the second set, 1-6. Then Maureen, second youngest player to win the title (May Sutton was three months younger when she won in 1904), got back her poise and took the deciding set, 6-4. Maureen's game is sound in fundamentals. She slams her sizzling forehand and backhand from the backcourt with abandon and accuracy. When she perfects her serve and volley this winter, experts think she may be the best lady tennis player ever.



ANGUISH is shown by Coach Tennant as protégée begins to weaken.



HOPE is reborn when Maureen once again gets back on her game.

CONTINUED ON NEXT PAGE



NEW! AMAZING WESTINGHOUSE Food Crafter

**The Mixer with the Power
to do Everything...BETTER**

Mixing anything is child's play with this marvelous new Food Crafter.

It gives you power at your finger tips to do *all* the hard work...

- Power for heavier mixes
- Power for more juice
- Power for smoother batters
- Power for one-speed mixing...

in fact, it has *power to spare* to mix, whip, beat, fold, cream, juice...so much better, easier, quicker.

You'll love the way the beaters pick up the mixture from bottom and sides of bowl and blend it all together...the amazing new Juice Crafter* with its Clean-Sweep Reamer...and a dozen other grand features only *this* Mixer has.

See this new Food Crafter at your Westinghouse retailer's. Westinghouse Electric Corp., Mansfield, O.

FOOD CRAFTER only \$39.50

*Accessory: Juice Crafter \$4.45
Prices subject to change.

Give Electric Housewares...First Choice for Every Gift Occasion

LOOK TO WESTINGHOUSE FOR TV'S TOP ENTERTAINMENT... Exclusive Telecasts of Outstanding COLLEGE FOOTBALL GAMES... plus WESTINGHOUSE "STUDIO ONE" every week

**YOU CAN BE
SURE...IF IT'S Westinghouse**



New Juice Crafter*. Pitcher-type bowl. Non-clogging reamer gets more juice.



New Mix Dial. Easy to see and easy to set. Adjusts instantly to 20 speed variations.



Short-cuts Mixing. Add both wet, dry ingredients at same time.



invest in
**STATE OF
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BONDS**

3½% interest on Coupon Bonds—
Denominations: \$500 to \$100,000
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- FIT AND LOOK like dress pants and dress shirts

At your favorite store, or write for name of your nearest dealer
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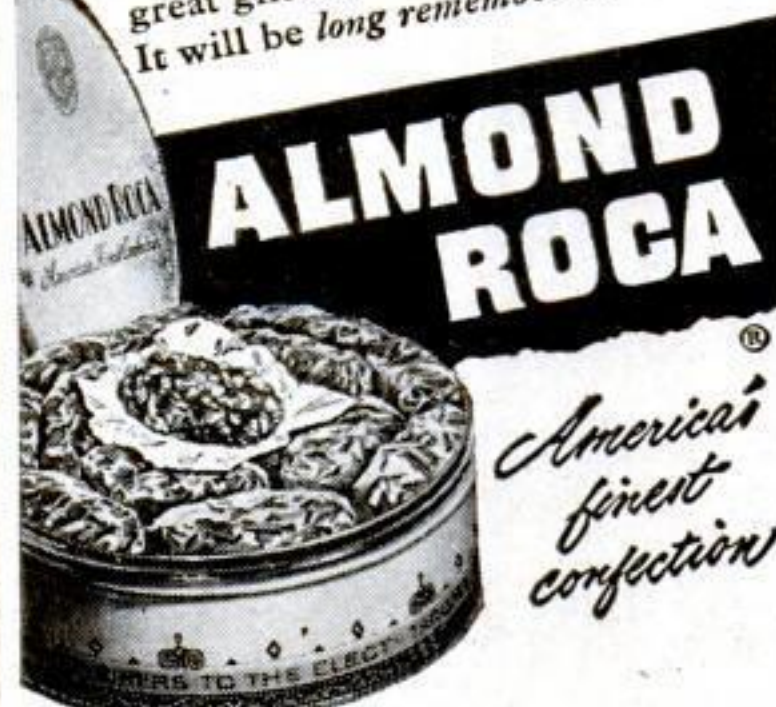
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IRON.**



**WORK PANTS • SHIRTS
MATCHED SETS**
"Wear like the name"



date bait!
She'll love Almond Roca. For this is
America's finest confection—created
from fresh butter, fine milk chocolate,
choice almonds, rare flavors. Gold
foil wraps each big, crisp piece. A
vacuum tin protects its wonderful
fresh flavor. Almond Roca is a
great gift anytime. Give it proudly.
It will be long remembered.



Made only by BROWN & HALEY, Tacoma, Washington

Tennis Champs CONTINUED

HOW DOES A TEEN-AGER REACT?



PIQUED when her shot narrowly misses the line, Maureen lapses into mock display of girlish outrage.



BEWILDERED by her victory, she gropes awkwardly for words as microphone is thrust before her.



TEARFUL, she wipes an eye as Coach Tennant conveys her from arena to relative quiet of locker room.

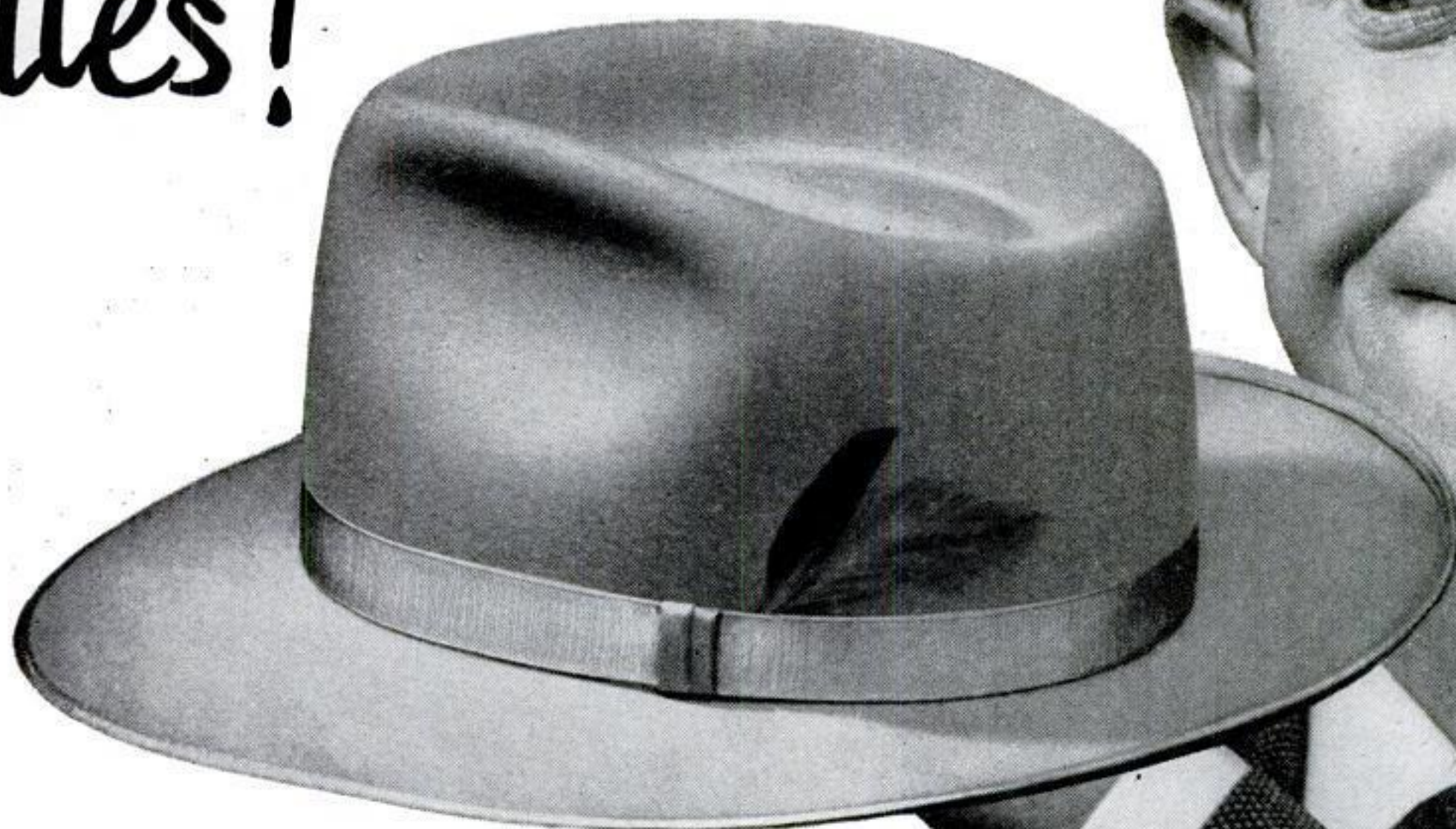


RELAXED at last, Maureen flops on the bed and waits to complete call to her mother in San Diego.

Look! It weighs no more
than 2 packs of
cigarettes!



only 2½ ounces of hat!



Featherweight

CHAMP HATS



FEATHERWEIGHT CHAMP—Fine ¾-inch Plain Grosgrain Band. Individually Boxed.



FEATHERWEIGHT CHAMP—Handsome 1-inch Pleated Grosgrain Band. Individually Boxed.

Just place two packs of cigarettes on your head! That's exactly how light the Featherweight Champ feels! Why? Because an entirely new, exclusive Champ process works wonders with the felt—takes out the weight, puts in the fashion. Not just ordinary fur felt—but made of imported KS fur. And every Featherweight Champ is pre-creased at the factory by experts to hold its shape.

Available at Men's Stores and Department Stores from Coast to Coast

CHAMP HATS, INC.

350 Fifth Avenue, New York 1, N. Y. • Factories, Sunbury, Pa.

\$7⁵⁰



TV CHORUS GIRLS

The American home gets some new ornaments and some showgirls get new careers



HOME AUDIENCE for TV girls, the Cunningham family and friends sit comfortably home in Jackson Heights, N.Y. and watch dancers on *Toast of the Town*.

The American chorus girl, who used to be considered a fit companion only for playboys, is a good girl now. She is being invited, on TV musical shows, into everybody's living room where she sashays before the entire family. Along with new respectability, TV offers her a new field of operation—nice work if she can get it, and she usually can. Today there is almost as much work on TV as there is on Broadway. On Broadway she gets about \$90 a week for eight performances. TV pays her about \$125 a week for 25 to 40 hours of rehearsals and a single one-hour performance. Working conditions on television are generally better. Dressing rooms are less crowded and most shows are over early, so, if she wants to, a girl can go to bed sooner. The easy hours give many TV girls time for modeling jobs and even full-time jobs in Broadway musicals.

Some stage-struck chorus girls argue that it is more fun to appear in the flesh before a different audience, and a live one, every night. But nobody denies that eventually an ambitious girl gets a better break on TV. She is seen by many more people. She gets more chances to show off her acting abilities. In the commercials she often is given extra bits of stage business, with extra pay, such as using furniture polish, or having her hair shampooed or opening icebox doors—and an icebox door can be a gateway to fame. Whether a girl uses it to win future glory or just a day-to-day living, television has become the great new showcase for American beauty.



CHORUS LINE for the James Melton TV show rehearses about 35 hours a week on an easy daytime schedule. Blonde at end of the line is Nanon Millis.

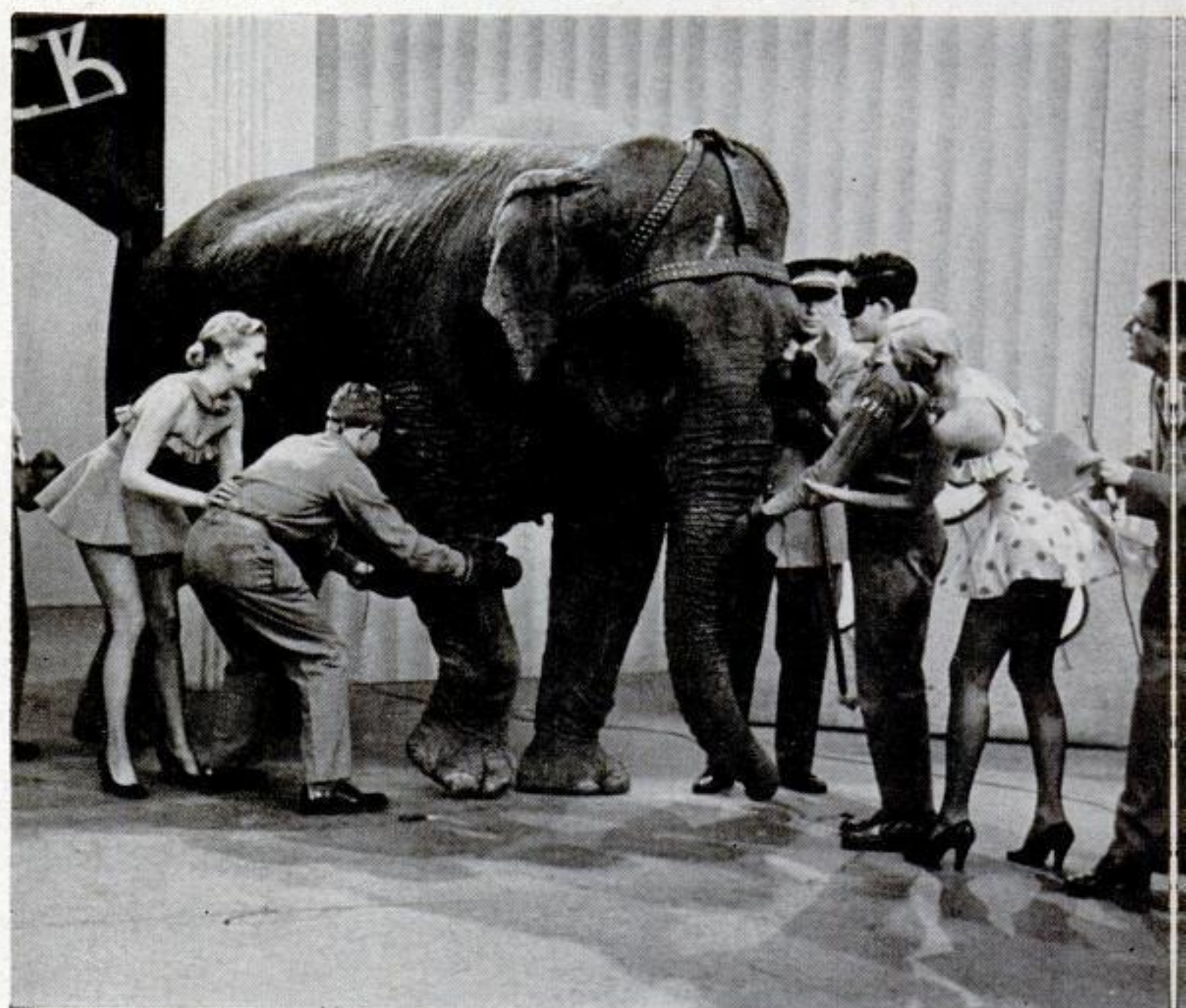
SUCCESSFUL GIRL is Joan Holloway, a chorus girl in 1950. She is now a TV top dancer, opened last week at Waldorf-Astoria. Right: rehearsing at home.





VERSATILE DANCING GIRLS SWIRL THROUGH A WALTZ BALLET

ROXANNE HAS A FULL CAREER



AS STUNT MISTRESS on *Beat the Clock*, Roxanne Rosedale (right and on cover) helps blindfolded Boy Scouts, wearing boxing gloves, identify elephant.

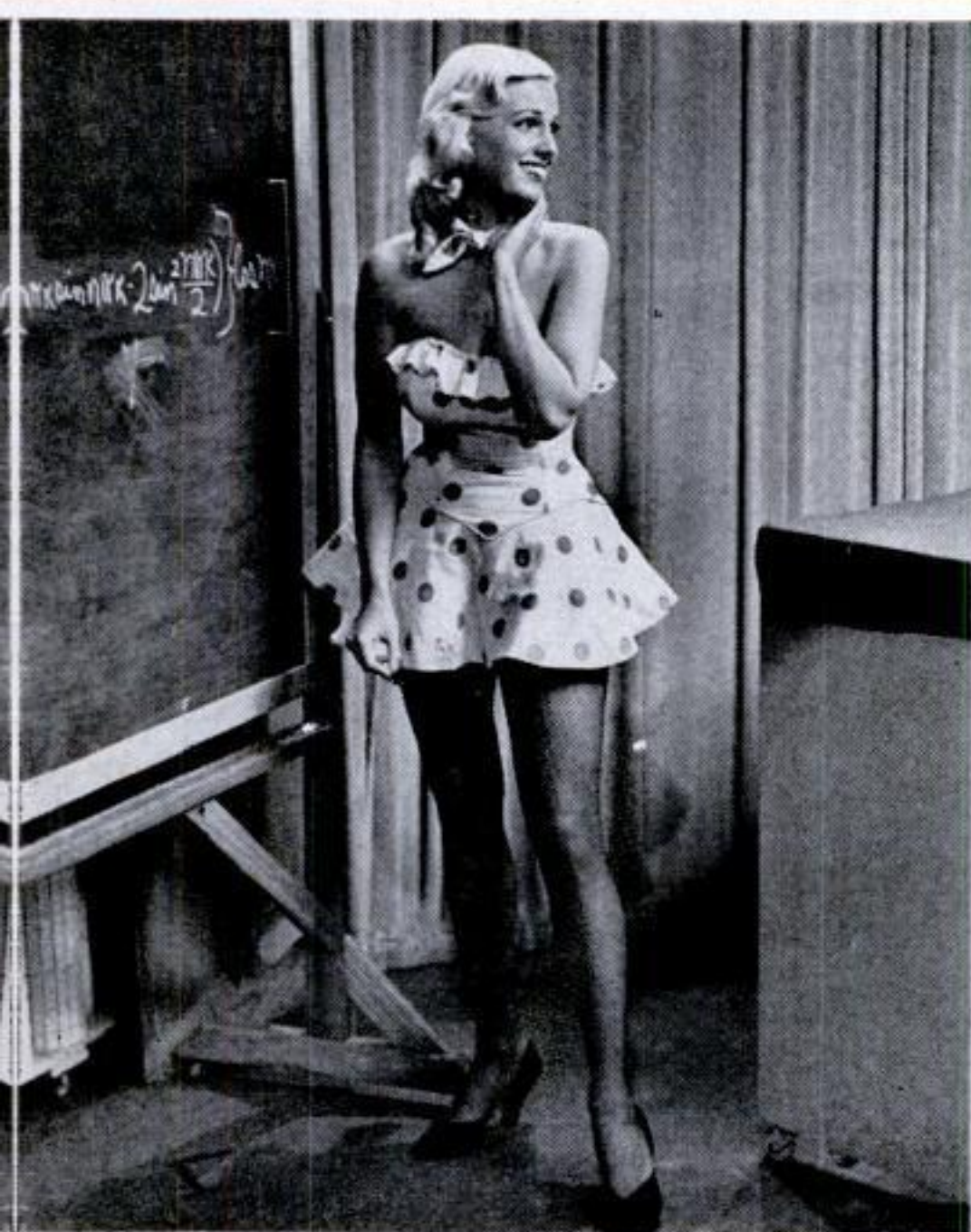
← LARRI THOMAS FLEES STAGE CAMERAMAN ON "ALL STAR REVUE"



ON PAUL WHITEMAN'S LAVISH REVUE



WHITEMAN GIRLS REHEARSE KICKS AND SMILES, BOTH IMPORTANT FOR TV CLOSE-UPS



FORMIDABLE FORMULA helping to advertise electronic products is gaily introduced by Roxanne.



CRUEL WIFE, blindfolded, is helped by Roxanne to squirt whipped cream on her defenseless husband.



UNHAPPY HUSBAND is soothed by Roxanne as she prepares him to have balloons burst in his face.



BARBARA ATTENDS THE WEEKLY TV SCRIPT CONFERENCE

MOVIES GRAB BARBARA

A bright example of what can happen to a girl on TV is Barbara Dobbins of Champaign, Ill. Barbara came to New York six years ago to study art, finally wound up as one of the "Glamorlovelies" in Ken Murray's TV show. She played Murray's secretary, wearing a business suit early in the show, then burst out as a glamorous chorus girl. This aroused considerable excitement. Barbara appeared on 17 magazine covers, became *Esquire's* '51 Calendar Girl and was flown to Czechoslovakia to model shoes in Prague—she has perfect 4B feet. This spring, still on Murray's show, Barbara turned down an offer from an RKO talent scout. Under orders from his bosses, the scout persisted in hovering around rehearsals and haunting Barbara. Finally, after a flurry of midnight coast-to-coast phone calls, things began to happen. At the end of a Saturday night show Barbara was met at the stage door by a limousine that rushed her to the airport. Next day in Hollywood a special crew of technicians was summoned to the RKO studios and Barbara, just off the plane, was screen-tested. Pleased by the results, RKO has started to spend thousands of dollars on Barbara's dramatic training, has forbidden her to drink soda pop lest it harm her complexion and has refused to allow her to return to New York even to collect her clothes and belongings (they were sent to her). For all this, if she feels like thanking anybody right now, Barbara can thank TV.



ON KEN MURRAY SHOW Barbara as an Indian lines up with girls who went West to find men. They are Harvey Girl, Saloon Girl, Schoolmarm and a Cowgirl.



"ME JUST LITTLE INDIAN," recites Barbara crossing her eyes. "My name is Eagle Claw. Who knows some nice big paleface might want me for a squaw?"

BARBARA GETS GROOMED FOR HER FIRST BIG HOLLYWOOD SCREEN TEST →





THE GRAY LADY REACHES 100

A sober journalistic passion for being correct, copious and historically complete has brought greatness to the New York "Times." The "Titanic" and King Tut helped

by MEYER BERGER

THE Old Gray Lady will celebrate her 100th birthday this Sept. 18. The "lady" is a newspaper—the New York *Times*—regarded by many in the world at large (and all within its own world) as the world's greatest. And newsmen generally hail it as "old" and "gray" by way of acknowledging its traditional special marks: starch conservatism and circumspection.

The Lady occupies a building that takes a good part of a block between 43rd and 44th streets, west of Manhattan's Times Square. For so venerable a tenant, it has an incongruously bone-white, sleekly modern appearance. Behind the pallid and placid facade, the fullest, freshest pages of human history are assembled every 24 hours, to the accompanying hum of wires and radio reaching to the farthest corners of the earth. More than 1,300 men and women (apart from some 2,700 business personnel and technicians) put the world news through the daily milling process. In the soundproofed, glass-partitioned room at the extreme eastern end of what is probably the world's largest newsroom, there is the constant professional clatter of 42 Teletype machines, two radio Teletype machines, 14 Western Union Morse wires and 14 Western Union teleprinters—all grinding out some one million words a night. The product next morning—every morning—is the fullest, most expensive daily record of history compiled by man.

It is a formidable achievement. To men in the trade the New York *Times* is the indispensable source of knowledge, not because it is slickly written (which it isn't) or brilliantly edited (which it isn't) but because it is so fastidiously complete and earnestly correct. With its passion for setting down the historical record—speeches, treaties, proclamations of all sorts reproduced in total, if tedious, text—the *Times* is dedicated firmly, almost truculently, to being the paper for the man who wants to be informed, not entertained or inspired.

The men who make the paper reflect this spirit. They and their institution conduct themselves with a studious sobriety that mocks theatrical caricatures of newspapermen. So neat and tidy is the *Times* building that it has been irreverently called "The National Biscuit Company." In its offices, reporters do not jump to the bellowings of leather-lunged editors; they are correctly

Besides being one of the best reporters in the U.S., Pulitzer-prizewinning "Mike" Berger is an avid student of the history of New York City. So it was only natural that when the New York *Times* wanted to publish a history of its first hundred years the paper should call upon its prize reporter-historian. For two years Berger dug into *Times* history. Results: *The Story of the New York Times*, published this week (Simon and Schuster, \$5), and the special article for *LIFE* which follows.

summoned by a loudspeaker system with hundreds of outlets that carries the editor's whisper to the man he wants. The place, curiously, is most solemnly quiet when the news itself is most sensational. At such times as D-day morning, reporters, rewrite men, copy-readers and editors hunch over their papers and typewriters to work at top speed, without the waste of excitement or enthusiasm. So vast is the operation, so quietly does it go through its motions, that an idle reporter, held in reserve and casually pawing magazines most of the evening, could easily depart at "Goodnight" time without any idea that a new war had started or an old president had died. Still memorable is the night of the Orson Welles radio show, that all too realistic "invasion from Mars" which whirled great parts of the country into jitters. The *Times* staff completely covered the story of course—but so inconspicuously that one man in the city room knew nothing about it until he went home from the office to revive his panicked wife from a faint.

With news surging in from all quarters of the globe, with papers to be delivered in city, domestic and international editions everywhere from New York to New Delhi, *Times* men long ago decided they did not have the time to get excited. The true *Times* editor is as unlikely to betray emotion as to ax his grandmother: neither would be correct, neat or efficient. There are moments when the imperturbable begins to resemble the unobservant. There is a legend, for example, about a *Times* reporter who returned from a year's total disappearance to receive a scowl from the city editor—who had missed him on a story just the day before. This incident never happened. But it could have.

THE story of how the *Times* got this way is a lot more exciting than most *Times* men would concede. It begins in 1851. In that year the founders of the brand-new daily

spent some \$75,000 turning out their paper. That sum today would barely cover running expenses for 12 hours.

The same century revolutionized the speed of news as much as its cost. In their first issue of four pages the *Times* editors boasted: "The Royal Mail Steamer *Europa* arrived at Boston yesterday morning at about 6 o'clock. Her mails were sent on by the New Haven Railroad train which left at 8 o'clock, and reached this city at

an early hour last evening. By this arrival we have received our regular English and French files [of newspapers] with correspondence, circulars, etc. to Saturday, Sept. 6—the *Europa's* day of sailing." This achievement made the four columns of foreign news two weeks behind the event, not overlong for the mid-19th Century. Railroads and the telegraph were then primitively new; the Atlantic cable had not yet been put down; wireless, radiotelephone and radio teletypewriters were still beyond imagination. Equally inconceivable then was modern production speed. Today the *Times's* 106 electric line-casting type machines and the 95 gigantic presses couched in Manhattan bedrock west of Times Square turn out newspapers at the rate of 400,000 48-page papers an hour. A Sunday issue today uses more ink and paper than went into the entire first year of the *Times*.

The century that so revolutionized cost and speed of news, however, seems to have done little to its substance. In the beginning, as now, the *Times* dispassionately recorded man's good deeds and his violence, his restless striving for self-improvement, for peace and for power. The first issue front-paged a fugitive slave riot in Lancaster county, Pa., had smaller items about a forest fire in Flatbush, where the Dodgers are worshiped now, about "A Sad and Fatal Accident" to an Irish bricklayer who cracked his skull in a fall from a scaffold over Sixth Avenue, about a free-for-all between rival gangs of smithies 'way uptown at Seventh Avenue and 22nd Street. Inside pages noted the death "on the 14th inst." of the novelist James Fenimore Cooper and President Millard Fillmore's arrival at Newport, R.I. Already in 1851 New York parsons were complaining that "show churches are full—but full of strangers," that "the old-fashioned worshipping places which have only their religion to commend them, show a beggarly account of empty pews."

No other
drink

tastes so
good

so many
ways*



Southern Comfort
100 PROOF

*For instance, the Collins that knows no rival for delightful taste: 1 jigger Southern Comfort... juice of ½ fresh lime... ice... fill with 7-Up or your favorite mix. A masterpiece! Ask your package store for FREE Southern Comfort recipe folder (or write address below).
SOUTHERN COMFORT CORP.
100 Proof Liqueur
Dept. L-5, St. Louis 3, Mo.



BLOCK-LONG CITY ROOM of *Times* accommodates more than 100 newspapermen at peak hour (8 to 9 p.m.). Foreground: some of 60 copyreaders who trim stories, write headlines, put dispatches from different sources together.

NEW YORK TIMES CONTINUED

The grayness of the "lady" has not come from age. She was that way from the start. The start was in the alert mind of a New York State assemblyman named Henry Jarvis Raymond.

Before going to Albany as a Whig representative in 1850 and 1851, Raymond had been a highly competent reporter and editor for Horace Greeley's *New York Tribune* and for James Watson Webb's *Morning Courier and New York Enquirer*. During his terms in the legislature, he discussed his scheme for a conservative newspaper with George Jones, a Vermont man who had been a business office clerk at the *Tribune* when Raymond was on Greeley's staff at \$8 a week. Now a small-time banker in Albany, Jones was excited when Raymond told him that Greeley had made over \$60,000 profit in 1850. Jones won the interest of other investors, mostly upstate New Yorkers, including E. B. Morgan of Aurora, one of the founders of the Wells-Fargo Express Co. With the help of a prospectus that Raymond got up for them they raised \$70,000 to start the *Times*.

What Raymond proposed came close to journalistic heresy. New York journalism was still in the duel-and-cowhide-whip stage, with editors and publishers publicly spattering one another with printers' ink and personal insult. The *Sun* was a lively sheet but bore the label of "backstairs journal" because it loved a ripe scandal; James Gordon Bennett's *Herald* was good reading but conservatives winced at its bloody crime detail; Greeley's newspaper was inclined toward what was then considered socialism; and Webb's daily was as choleric and explosive as its owner. No one had thought of putting out a newspaper that would confine itself to news. It was downright daring for Raymond to propose a newspaper that would "seek to allay, rather than excite, agitation... and substitute reason for prejudice, a cool and intelligent judgement for passion in all public action, and in all discussion of public affairs."

Candles dancing in the draft

THE venture began in a six-story brownstone at 113 Nassau Street back of the old Park Theater between Ann and Beekman streets in downtown New York. Here Raymond and his little staff went to work. The building had no windows, no gas fixtures. Everyone, including little side-whiskered Raymond, worked by the light of penny candles spiked on nails set in wood blocks found among carpenters' leavings. The soft night wind made the candle flame dance as the reporters scribbled. Copy boys pounded up and down the wooden stairs between composing room and newsroom, and printers toiled at candlelight type cases. And on the night of September 17, 1851, the *Times* put out its first issue.

In those days the ill-lighted city that slept as Raymond and his men scratched away was a low-roofed miniature of ancient London. Its harbor bristled with sailing craft from the seven seas. A

CONTINUED ON PAGE 158

★ ★ ★ ★ ★

PRINCE ALBERT

CRIMP CUT
LONG BURNING PIPE AND
CIGARETTE TOBACCO

NOW—
MORE
TOBACCO
IN EVERY
TIN!

**BITE'S OUT
PLEASURES IN**

Yes, Men...
Prince Albert's
crimp cut tobacco
is specially treated
by a patented*,
"No-Bite" process
to protect against
tongue bite. Try
cool-smoking P.A.
Great for a
"makin's"
cigarette, too!

*Process Patented July 30, 1907

More Men Smoke
PRINCE ALBERT
than any other tobacco

Heide
CANDIES

JUJYFRUITS

5¢

Sing a song of candy—
A pure and tasty treat,
Delicious **HEIDE JUJYFRUITS**
The best there is to eat

HENRY HEIDE, INC. NEW YORK, N. Y.

Sunbeam RADIANT CONTROL TOASTER

*Automatic
Beyond Belief!*

All you do is
drop in the bread

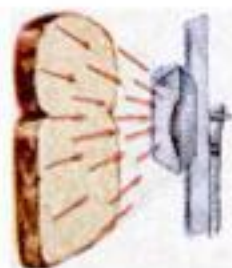
Bread lowers itself automati-
cally, no levers to push.
Toast raises itself silently,
without popping or banging.



This is the entirely new toaster that has completely changed people's conception of what an automatic toaster should do! Only after you've seen it make toast can you appreciate the sheer magic of its care-free operation.

No levers to push—no popping or banging. Just drop in the bread and let the Sunbeam take over. This turns on the current and the bread silently lowers. When perfectly toasted, the current turns off and the toast comes up silently. It's that sensational.

The new Sunbeam even regulates the toasting automatically, depending on the kind of bread. If the slices are moist, it toasts them a little longer than if they are dry. If they are thin, it toasts them quicker than thicker slices. Moist or dry, thick or thin—you always get the same uniform golden color you want—automatically. Ask your Sunbeam dealer to demonstrate it for you.



RADIANT CONTROL

automatically adjusts itself for every kind of bread... moist or dry, thick slices or thin.

Only Sunbeam has patented RADIANT CONTROL. The heat radiated from the actual surface of the bread is focused on a sensitive strip of bimetal. When the bread reaches the scientifically correct temperature for perfect toasting, sufficient heat is absorbed by the thermostat to shut off the toaster. The toasting is always the same no matter what kind of bread you use, regardless of line voltage, once it's set for brownness you want.

Only the **NEW**

Sunbeam MODEL 10 AUTOMATIC MIXMASTER

REG. U. S. PAT. OFF.

gives you all these advantages

LIGHTER...HIGHER... FINER-TEXTURED CAKES!

More *EVEN* mixing and
greater *AERATION* with these
**NEW, LARGER
BOWL-FIT BEATERS**

See how all the batter is carried into and through them—how their surfaces conform to the actual contours of the bowl. No piling up of dry ingredients on the outer edges. No unmixed whirlpools. All the batter gets a thorough, even mixing in **LESS TIME—automatically.**

The larger outside **BOWL-FIT** beater is curved to fit the contour of the bowl all the way to the bottom. The larger inside **BOWL-FIT** beater is shaped to cover the flat bottom surface all the way to the center. You get these exclusive Bowl-fit Beaters only in the new Automatic Sunbeam Mixmaster.

So be sure the mixer you get (or the one you receive as a gift) is the **NEW** Sunbeam—the original and the **ONLY** Mixmaster. There's only **ONE** by that name. Nearly seven million enthusiastic users are its best advertisements. It is also the mixer for which there are such marvelous attachments as the combination Food Chopper-Meat Grinder, Hi-Speed Drink Mixer, Butter Churn and others.

ORDINARY FOOD MIXER



Sunbeam MIXMASTER



Actual photograph of angel food cakes made in baking tests with ordinary food mixer and with the new Model 10 Sunbeam. You can **SEE** and **TASTE** the difference. Sunbeam Mixmaster's higher, lighter, finer textured cakes are a result of the better mixing and greater aeration the new larger Sunbeam Bowl-fit beaters give you.



Sunbeam Mixmaster does the perfect mixing job because the bowls revolve automatically. Your hands are always **FREE** to add ingredients in correct proportion. New patented-governor controlled **POWERFUL** motor automatically maintains speed for which beaters are set whether the batter thickens-up or thins-out.

NEW, LARGER HEAT-RESISTANT BOWLS

Both bowls are now larger. The large bowl now holds 4 quarts for generous quantities of batter, potatoes for whipping, etc. The smaller bowl is now sufficiently large to whip 6 eggs for a double-meringue, etc.

AUTOMATIC MIX-FINDER DIAL

Perfect mixing speeds right at your fingertips. **EASY-TO-SEE, EASY-TO-SET.**



AUTOMATIC JUICE EXTRACTOR

Oscillating strainer automatically joggles the juice out of the pulp. **Faster.**



AUTOMATIC BEATER- EJECTOR

Tilt the handle — out drop Bowl-fit beaters individually, for easier cleaning.





Now in long-lasting "hard-fired" enamel colors. The *only* gas lighter proved successful by more than half-a-million users the world over—the *only* pocket lighter in the world that lights so many thousands of cigarettes safely, surely, without refueling even once!

Now the makers of the world-famous Parker "51" Pen
bring you the only pocket lighter in the world that gives

6 MONTHS OF LIGHTS

WITHOUT REFUELING!*



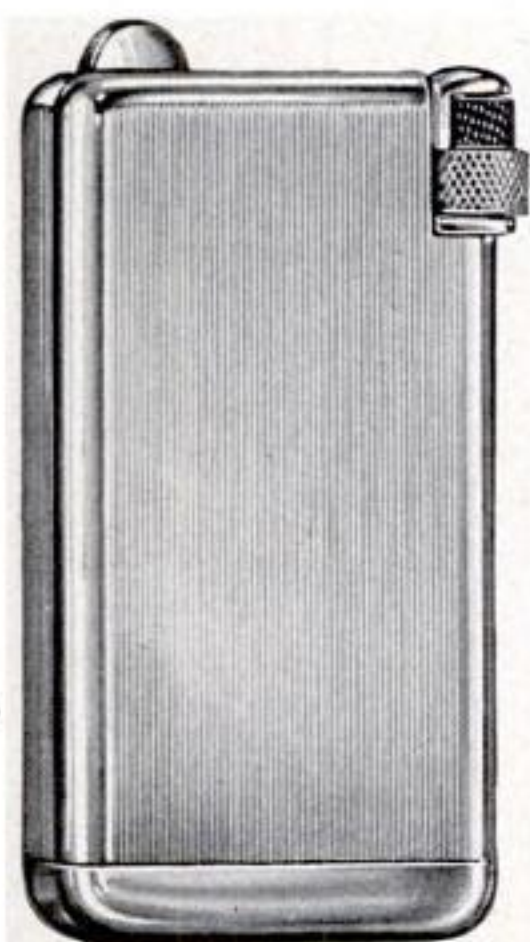
NO SMELLY LIQUID FUEL



NO CONSTANT REFILLING



NO SMUDGY WICKS



The perfect lighter—designed for those who are weary of old-fashioned, fuel-thirsty lighters with outmoded attachments and hackneyed styling. The new Parker Flaminaire, with distinctively different appearance, elegant lines, and completely trouble-free spark system, is far ahead of other lighters, in appearance, convenience and dependability.

The Flaminaire was originated and styled in France. Now it's American-made—by The Parker Pen Company—with all the precision and reliability you'd expect from the makers of the world's most-wanted pens.

Now in wonderful "hard-fired" enamel colors!
Choose a Flaminaire in your favorite, rich, glowing color

—the finest, most durable enameled color, baked on for long-lasting beauty. Select handsome, warm, Maroon—distinguished Black—or smart Blue-Green. Or, if you prefer the good looks of exquisitely finished chrome, you may choose between brushed, grooved or panelled models. The price? Still an easy \$12.50.

Proof of dependability? More than half a million proud and delighted Flaminaire owners, all over the world—most of whom paid from \$17.50 to \$33.00 to enjoy the benefits of this most unusual lighter.

See the new Parker Flaminaires in color or chrome at smart dealers everywhere—and see them soon!

The only pocket lighter, regardless of fuel used,
that gives 6 months of safe, sure lights without refueling
(*even if you smoke as much as a pack a day).

In special gift case
\$12.50 (No F. E. Tax)



© 1951
The Parker Pen Company

PARKER FLAMINAIRE LIGHTER

MADE BY THE PARKER PEN COMPANY, U. S. A.

ACTORS' FACES...Johnny Johnston



Johnny Johnston, star of the Broadway play, "A Tree Grows in Brooklyn"

Actors' faces are extra-sensitive

But Johnny Johnston knows that this wonderful shaving cream helps him shave comfortably, have soft, youthful-looking skin.

Wearing and removing heavy stage make-up several times a day leaves actors' faces sensitive to the razor, prone to wrinkled, old-looking skin. And for actors, looking one's best is important to returns at the box office.

To help all men with sensitive skin, the J. B. Williams Company has added a wonderful new ingredient to Williams Shaving Cream. This new ingredient, Extract of Lanolin, contains 25 times the beneficial properties of the well-known skin conditioner, plain lanolin. It lets you shave close, yet helps free

your skin from the risk of painful nicks and scratches.

If your position, too, requires good grooming at all times, use the New Williams Shaving Cream with Extract of Lanolin every time you shave. It helps your skin preserve its youthful qualities, take on that healthy glow... helps you look your very best at all times.

Start using the New Williams Shaving Cream right away. If you prefer a brushless shaving cream try new Williams Brushless. It contains the same luxurious shaving cream qualities.

BRIGHTER SHINES

WITH
½ THE RUBBING

Covers Scuff Marks!
Gives Shoes Richer Color!

Black • Tan • Brown • Dark Tan
Mid Tan • Cordovan • Oxblood
Blue • Mahogany • Neutral



Ask any G.I. about

KIWI

(Kee-Wee) SHOE POLISH



NEW YORK TIMES CONTINUED

few blocks north of the office, the Bowery and the Five Points swarmed with the miserably poor and with plug-ugly mobsters. The whole population was only 500,000, but immigrants, mostly from Ireland and Germany, were flooding in like ant armies.

New York was about to grow at an extraordinary pace—and so was the *Times*. It had 10,000 circulation within 10 days, 24,000 at the end of its first year, a record for quick growth even in New York. Characteristically, Raymond took the occasion of the *Times*'s first anniversary to boast grandly that his readers represented "the best portion of our citizens" and to twit competition that he had attracted subscribers without, as he put it, pandering "to any low or degrading appetites."

With sobriety such a smashing success, the *Times*, on May 1, 1858, moved into its own five-story plant at the tip of the triangle at Park Row and Nassau Street overlooking Printing House Square. It was the fanciest newspaper building up to that time, with brand-new equipment in all offices and bright new presses in the basement.

Competitors hopefully waited for this extravagance to break

Raymond and Jones. The wait was a vain one but livened with considerable venom. When Bennett peevishly challenged *Times* circulation figures in December 1861, "The Little Villain" (as Greeley had bitterly dubbed Raymond) lashed back. He ran a cartoon depicting Bennett as Satan with oversize horns, blowing up a bladder. It carried the caption: "Brother Bennett (profanely styled The Satanic) inflating his well known First Class, A No. 1 Windbag, *Herald*." Bitterly Raymond offered to bet \$2,500 that—except in grog shop, gambling joint and bawdyhouse districts—the *Times*'s circulation exceeded the *Herald*'s. Bennett wisely ignored the wager. Still snorting editorially once in a while, the *Gray*



FOUNDER of the *Times* was ex-editor Henry J. Raymond.

Lady smoothed her skirts down and resumed her calm and confident ways.

The Civil War added to the *Times*'s stature. In June 1863, when Greeley's *Tribune* seemed disposed to concede victory to the South, Raymond staunchly upheld Lincoln's policies. When draft riots brought the Bowery and Five Points swarming out of their dens to loot and burn throughout New York City, Raymond defied them in print and fortified the *Times* office with guns. One night, when hoodlum mobs marched into Printing House Square, Raymond manned one of the guns. Beside him squatted Leonard Walter Jerome, Prime Minister Winston Churchill's grandfather, a *Times* stockholder. The brawlers descended on the *Tribune*, smashing windows and chanting, "We'll Hang Old Horace Greeley to a Sour Apple Tree." They kept away from the *Times*.

The war coverage was a credit to the *Times*. Raymond himself sent pieces from Bull Run, but the top correspondents were Lorenzo L. Crounse and Ben C. Truman. Truman annoyed Secretary of War Stanton by repeatedly beating official war dispatches by as much as a fortnight, as he did on Sherman's plans for the march to the sea. On the morning of July 6, 1863 the *Times* printed one of the most moving stories of the war. It was a dispatch from Gettysburg dated from the headquarters of the Army of the Potomac the night before, and it began: "Who can write the history of a battle whose eyes are immovably fastened upon a central figure of transcendently important interest—the body of an oldest born, crushed by a shell?" The piece had been written by the *Times*'s Samuel Wilkeson, who had stumbled over the body of his own son, Bayard Wilkeson of the Fourth U.S. Artillery, 19 years old, dead with all his men beside their shattered cannon.

For all the soundness of its judgment and reporting, the *Times* did fumble a couple of Lincoln stories. On Nov. 20, 1863 it printed in full the text of Lincoln's Gettysburg Address. But its editorial the following day, saluting Everett's Gettysburg speech, totally ignored Lincoln's. A year and a half later, under the headline "AWFUL EVENT," the *Times* of April 15, 1865 gave full details of the shooting of President Lincoln in the Ford Theater, but made the mistake of black-bordering all its front page columns, although Lincoln was still alive. When he died at 7:22 the morning after the shooting, the *Times* had to repeat its black borders in the next day's issue.

Four years later, on Friday night June 19, 1869, Henry Raymond himself collapsed in the hallway of his home at 12 West Ninth Street in Greenwich Village and died the following morning. He was only

49 years old. John Bigelow, who was to replace Raymond as editor at the *Times*, though only briefly, later wrote that Raymond had suffered a stroke at the apartment of Rose Eytinge, a popular 34-year-old stage beauty, "where he had had a very stormy time . . . trying to extricate himself from the toils of this woman." Even Raymond's bitterest professional enemies conceded at his death that he had been a man of extraordinary talent and integrity. He had converted an idea of news reporting into a monumentally successful newspaper and business. In his lifetime, *Times* shares had advanced from \$1,000 each to \$11,000 each. In his lifetime, too, American journalism had learned a lesson it would never forget.

GEORGE JONES now took charge. Jones was a countinghouse man with no newspaper experience. He had, however, a vast store of tough moral courage. So it was appropriate and natural that under his reign the *Times* went into the political arena fighting for a principle—and its own life.

The fight started one year after Raymond died when Jones launched a frontal editorial attack on Boss William Marcy Tweed's freebooting Tammany machine. To all other New York publishers this seemed suicidal. Tweed seemed invulnerable. The Boss headed the boldest and most corrupt band of public grafters that the city had ever known, and every metropolitan newspaper more or less accepted the fact that the Tweed Ring was raking in millions.

Tweed seemed amused by the first Jones attacks. George Jones as a person—solemn, heavily bearded, peering myopically through his gold-rimmed spectacles—seemed ill fitted for any crusader's role. It was consoling to Tweed that the other New York newspapers promptly scolded the *Times* for its boldness. The *World* editorially said, "The *Times* seems demented." The *Sun* told its readers, "The decline of the New York *Times* in everything that entitles a newspaper to respect and confidence has been rapid and complete." *Harper's Weekly* did belatedly line its guns up beside Jones's. Its chief cartoonist, Thomas Nast, created the drooling Tammany Tiger as a symbol of the Tweed Ring's voracious appetite for graft.

In January 1871 came a happy accident. James Watson, Tweed's county auditor and Ring paymaster, died in a sleighing accident in uptown New York and the Tweed account books fell into the hands of the Boss's political enemies. They turned them over to the *Times*. Jones now really applied the editorial blowtorch. He printed pages from Tweed's own books to show, detail for detail, how the Ring had been, and still was, emptying New York's treasury. The public screamed for Tweed's blood.

When the *Times* started the crusade, the grafters had some idea that if the situation got serious they could secretly persuade Raymond's heirs to sell their interest in the newspaper, dump Mr. Jones and still keep their arms up to the elbows in the city treasury. Jones anticipated the move. He persuaded Colonel Morgan to buy up Mrs.

CONTINUED ON NEXT PAGE



BUILDER of the *Times* to present greatness was Adolph Ochs.



TALENT OCHS BOUGHT posed for editorial staff picture in 1896. Many of them were able men from the great days, but morale was at its lowest point.

It's written in the Stars!

DON'T BE VAGUE

DON'T BE VAGUE

DON'T BE VAGUE

DON'T BE VAGUE

DON'T BE VAGUE

DON'T BE VAGUE

DON'T BE VAGUE

... say

FIVE STAR
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BLENDED SCOTS WHISKY • 86.8 PROOF • RENFIELD IMPORTERS, LTD., N. Y.

Phillips' Does MORE Than Lazy Laxatives



**Not only relieves constipation,
but accompanying acid
indigestion, too!**



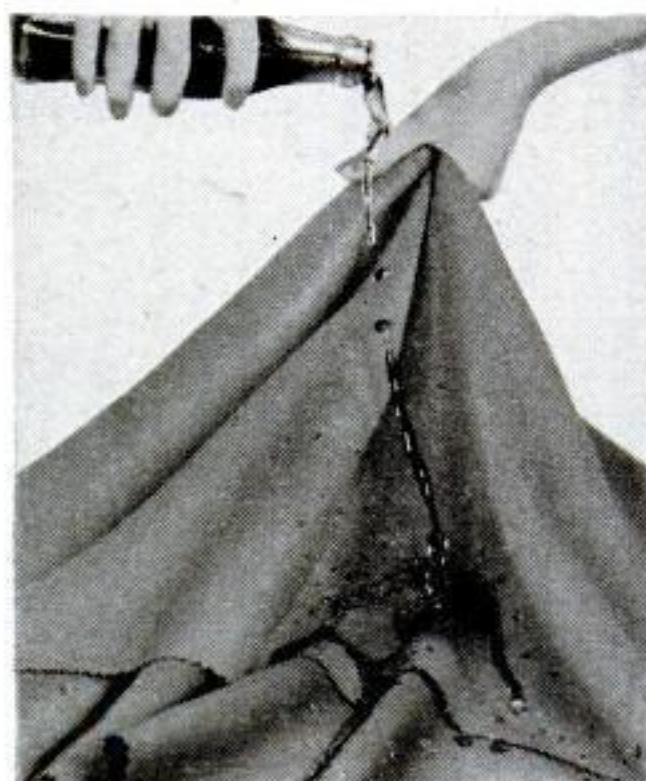
Three tablespoonfuls for constipation and accompanying acid indigestion! Get more complete relief when irregularity troubles you. Take Phillips' Milk of Magnesia and you get this more complete relief because Phillips' does more than lazy laxatives which only relieve constipation. Phillips' also relieves the acid indigestion that frequently accompanies constipation!

One tablespoonful for stomach upset alone! Phillips' contains one of the fastest, most effective neutralizers of excess stomach acids known. Brings amazingly fast relief from upset stomach, gas, heartburn and other symptoms of acid indigestion.

LIQUID PHILLIPS' AVAILABLE IN 75¢, 50¢ and 25¢ BOTTLES
PHILLIPS' TABLETS IN \$1.00, 50¢ and 25¢ SIZES

PHILLIPS' MILK OF MAGNESIA

Seeing is Believing!



Amazing performance! Stubborn stain makers just roll off Unisek-processed fabrics. Look for Unisek-tagged spun rayon apparel . . . at leading stores.

if it's tagged

UNISEC®

it's durably water repellent

non-oily stain resistant

permanently wrinkle resistant



THE UNITED PIECE DYE WORKS
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Raymond's stock for \$375,000, about double the going market price. Jones's position was now impregnable.

A desperate Tweed delegated Richard ("Slippery Dick") Connolly, his city controller, to "persuade" the *Times* publisher to call off his dogs. Connolly pleaded with wasted eloquence. He finally blurted, "For God's sake, wouldn't it be worth, say, five million dollars, Mr. Jones, to let up on this thing? Five million dollars, sir!" Rapidly he tried to show the publisher how that sum would allow him to live like a prince. Jones cut him off. He said (and it somehow sounded like the indignant voice of the outraged Gray Lady): "I should know while I lived like a prince that I was a rascal. I cannot consider your offer—nor any offer."

The Tweed Ring broke and took to flight. Tweed himself fled to Spain but he was hauled back and indicted, and died in jail. The *Times* waxed fat—with prosperity, public esteem and gratitude.

Under Jones, as under Raymond, the *Times* could boast that there was no better single day-by-day record of history, especially of the growth of the United States in politics, the arts, sciences, invention and exploration. Occasionally, too, the record of reputable reporting was highlighted by great world scoops, such as the story of the survivors of the wrecked Cunarder *Oregon* in 1886. Always there was vigilance against the specious and fraudulent. It paid off in late August 1869 when the paper almost fell for a cunning plot by James Fisk Jr. and Jay Gould to raise the price of gold to their advantage. They had planted with John Bigelow an editorial purporting to give President U.S. Grant's attitude on gold. Caleb Norvel, the *Times* financial expert, caught the piece in type, hastily spayed it and saved the paper from possible blame for the Black Friday of September 24 which followed.

But politics, in which Jones and the *Times* had won such glory, was to bring them near ruin by the end of Jones's regime. In 1884 the *Times* deserted Republican ranks. It could not stomach James G. Blaine as the party's candidate for president and backed Grover Cleveland. Jones had acted from high principle but at a terrible cost. The year before the paper backed Cleveland its profits had come to \$188,000. The year after they slumped to \$56,000, as outraged Republicans canceled subscriptions and pulled out ads. By 1890 profits were down to \$15,000 and still falling.

Drift toward the rocks

WHEN Jones died in 1891 the *Times* was on the rocks. Charles Ransom Miller, editor in chief, a learned man with no more business sense than a tree stump, got some Wall Street money, but only enough to rent the plant and to keep an ever-shrinking payroll going. As the staff decreased, news fell off in quantity as well as in quality. Miller desperately tried to stuff space with cheap fiction and assorted claptrap. The *Times* lumbered toward bankruptcy and extinction.

The saving day was Aug. 13, 1896. On that day the *Times* was sold at receivers auction to a group of Wall Street men headed by Spencer Trask and to a stranger to New York named Adolph Simon Ochs, a 38-year-old Tennessean who secretly, in letters to his family, had confided that he was a scared "greenhorn" in New York and that ownership of the *Times* had been beyond his wildest dreams.

Ochs was the son of poor German immigrants. He had had little formal schooling. He had been a barefoot newsboy in Knoxville, Tenn., then a printer's devil, a journeyman printer. In 1878, at the age of 20, he had borrowed \$250 to start as publisher of the Chattanooga *Times* and had converted it into one of the best papers of the South. He had lost all his profits in real estate investment and had come to New York. Just before he got the *Times* he had wandered around borrowing a few thousand here, a few thousand there, trying to keep afloat. A few weeks before the sale of the *Times* he had invested \$5 in a bicycle suit and had studied the big city from the seat of a hired wheel. When the time for the great deal came he had \$75,000, all borrowed, to put into it.

Though he had extraordinary business genius and rare newspaper sense, the new *Times* boss was singularly Micawberish and occasionally a little naive. His first act after he had been formally installed in what had been Jones's office on Aug. 18, 1896 was characteristic. He wrote to his wife Effie and to his infant daughter Iphigene: "The first New York *Times* letter sheet I use carries my love to those who are dearer to me than the prize I have won. . . . An army of men stands ready to carry out my wishes. I have succeeded way beyond my fondest hopes, and with God's help will maintain the position with credit. I am a lucky fellow." The "prize" was a shabby wreck with presses shot, fixtures worn, supplies and equipment short. The "army" was a dispirited staff with morale all but entirely rubbed off. Joseph Pulitzer of the *World* and William

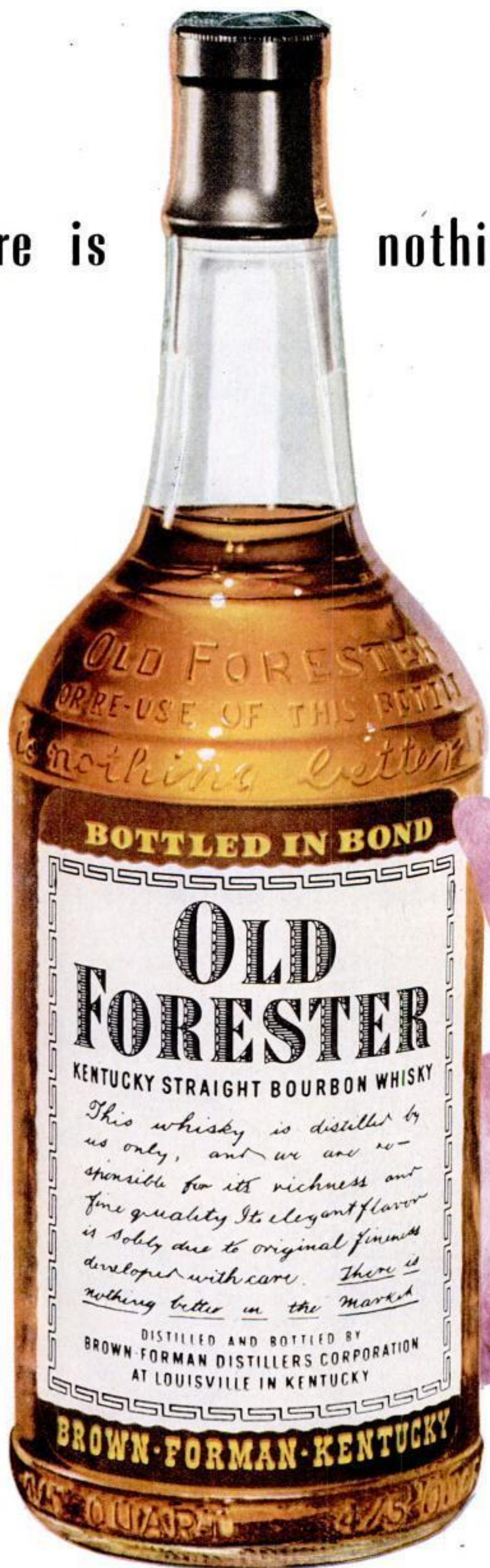
There is nothing better in a highball...



because as it says on the label:

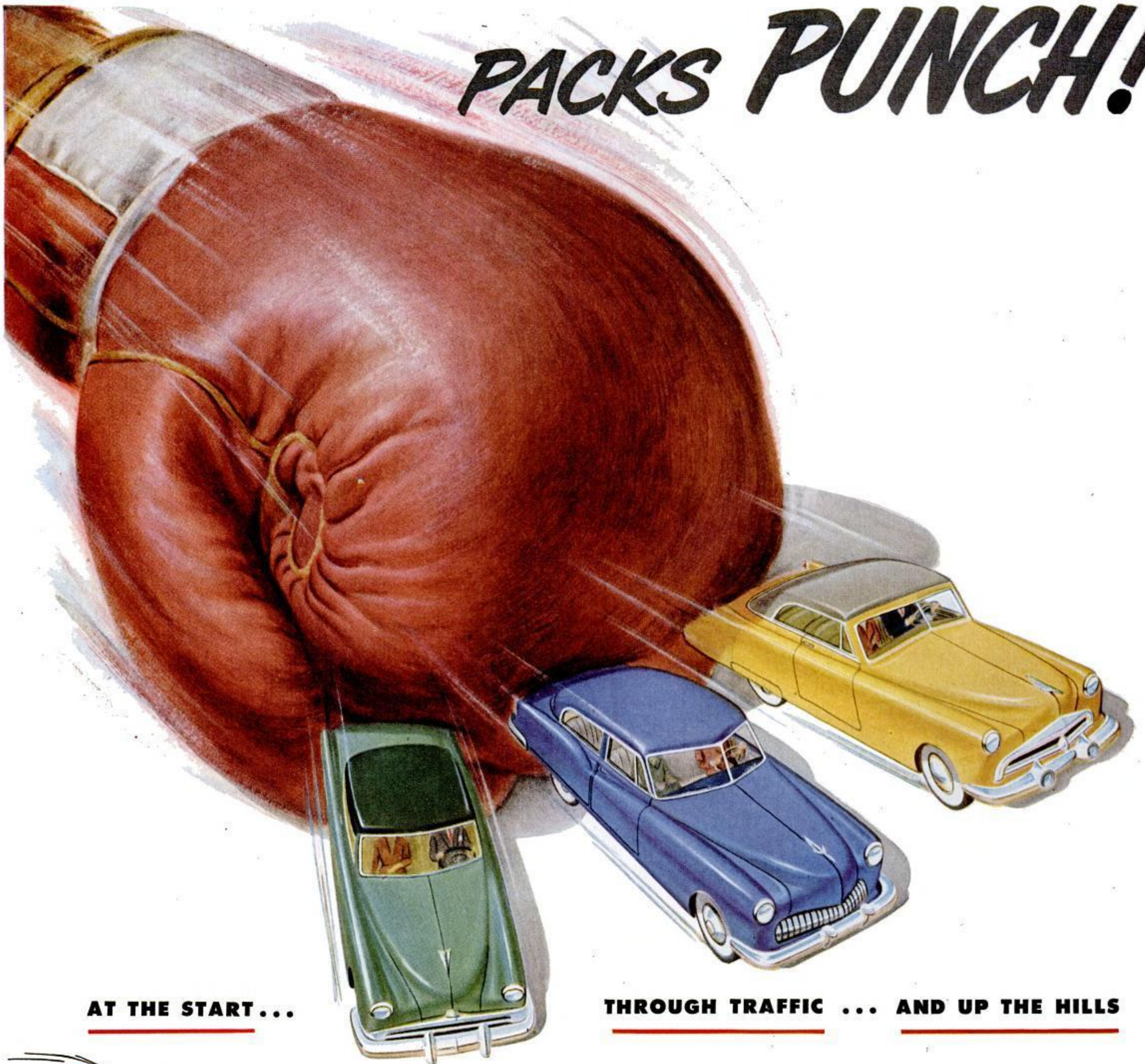
"There is nothing better in the market"

Let this finest of Kentucky bonded bourbons make your favorite drinks more delicious than ever! Tonight, serve and enjoy famous Old Forester—America's Guest Whisky since 1870.



KENTUCKY STRAIGHT BOURBON WHISKY • BOTTLED IN BOND • 100 PROOF
BROWN-FORMAN DISTILLERS CORPORATION • AT LOUISVILLE IN KENTUCKY

PACKS PUNCH!



AT THE START ...

THROUGH TRAFFIC ... AND UP THE HILLS



Volatane Control adds extra drive in every way!

Sky Chief puts fresh snap in your starts . . . and you'll ease through traffic and up the hills with a feeling of brand new surging power. *Sky Chief packs punch*. And that's because it has Volatane Control (volatility and octane are scientifically balanced). Start feeling the difference now. Fill up with *Sky Chief* at your Texaco Dealer—the best friend your car ever had.

THE TEXAS COMPANY
TEXACO DEALERS IN ALL 48 STATES

Texaco Products are also distributed in Canada and Latin America



TUNE IN: On television—the TEXACO STAR THEATER starring MILTON BERLE—every Tuesday night. See newspaper for time and station.

Randolph Hearst of the *Journal*, who had brought the new "yellow journalism" to New York with great profit to themselves, were inclined to write Ochs off.

They didn't know the man. A master printer, he changed the hang-dog typographical look of the paper overnight. He tossed out the junk that Miller had used to stuff holes with, and used his small working capital for more news. He introduced new financial features, jacked up Wall Street coverage, and within seven weeks had cut expenses drastically by eliminating waste. Within a month he had added a Sunday magazine supplement based on the news and a Saturday book review.

The day after Ochs took over on Park Row he ran his declaration of journalistic principle on the editorial page. He pledged that, maintaining the Raymond and Jones tradition, he would present news "in language parliamentary in good society."



A GREAT EDITOR on the New York Times was Carr Van Anda, who used shrewd guesswork and science to scoop his competitors.

He promised that he would "give the news impartially, without fear or favor, regardless of any party, sect or interest involved." In other words, the Gray Lady was not, under any circumstances, going to turn gaudy.

While Hearst and Pulitzer kept the New Yorkers emotionally high-pitched and jumpy, Ochs shrewdly accented the calm and sober viewpoint. Trade papers, clergymen and editors began applauding the miraculous resurrection of the *Times*. Across the country, the editor of the San Francisco *Argonaut* wrote: "Realizing that the sewer and morgue fields were fully occupied by the *World* and the *Journal*, Ochs determined to issue a clean paper for a change. Very much to the surprise of himself and New York, he is making a success of it."

The Tennessee "greenhorn" offered a \$100 prize for a *Times* slogan that would stress the virginal purity of the newspaper's news content. Before the contest ended he used some of his own, including, "It Will Not Soil the Breakfast Linen." The prize went to D.M. Redfield of New Haven, Conn. ("All the World News, But Not a School for Scandal"), but the winning slogan was junked. Ochs had made up one he liked better. He had taken a Philadelphia newspaper's "All the News" and had added "That's Fit To Print."

Gambler's chance

BUT the real crisis for the brash young man lay ahead. Aware that the newcomer had remarkable newspaper genius, Pulitzer tried to smother him with inky invective. When the Spanish-American War broke, the sensation journals, spending money wildly for lavish coverage, all but overwhelmed the still impoverished *Times*. For a while it seemed that Ochs might have wasted his toil.

He took a desperate gambler's chance. Early in October 1898, he dropped the *Times* price from 3¢ to 1¢, though the *World* and the *Journal* still sold for only 2¢. While his friends thought him financially crazy and all suspicious onlookers cried that he was deserting his dignity to compete with the scandal sheets, a tight-lipped Ochs announced, "It is the price of the paper, not its character, that is changed."

He all but held his breath until the tide turned. It did—dramatically. Circulation tripled, and so did advertising. By 1900 he had increased readership from 9,000 to 82,000. In another year the figure had leaped to 102,000, and advertising lineage passed the five million mark. On Aug. 14, 1900, Spencer Trask, who had backed Ochs in the reorganization of the *Times*, reluctantly released the certificates that gave Ochs, by the terms of their contract, majority control of the newspaper. The Micawber strain showed through the night this deal was completed. "The contract I made in 1896," he wrote to Effie, "is ended. My title is perfect. Now I am monarch of all I survey, and none my right to dispute."

The decades from the hour when Ochs took complete control of the *Times* until he died in 1935 brought the happy maturing of the Gray Lady. Ochs's own success shook neither his poise nor his principle. He kept plowing back into the *Times* a major portion of the profits, striving for an ever better world coverage. When he had to borrow more than \$2.5 million to raise Times Tower in what is now Times Square, he proudly refused to give banker creditors a detailed account of his finances—something to be expected, he

CONTINUED ON NEXT PAGE

No other way of shaving... no other shaving cream gives you closer, cleaner, longer- lasting shaves... and is so good for your skin!



TRY IT!



**OSTER
MASSAGE
INSTRUMENTS**
\$29.50, \$42.50

Wonderful for relaxing nervous and physical tensions; for the scalp. A family health aid. Suspended motor action. Two models: STIMULAX JR., SCIENTIFIC MODALITY.



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John Oster Mfg. Co., Racine, Wis.
Electric housewares in the pattern of modern living
Find out how relaxing and healthful massage can really be! Write for our booklet, "Massage," Dept. L9
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AIRJET
DRYER**
\$19.95

...fluff-dries your hair. Scientifically controlled hot and cool air. Adapts to countless uses in bedroom and bath.





Send 10¢ for NEW 16-page booklet with 100 tips on "Good Taste Today*," Box A-19, Oneida, N. Y.

What to do about fingerbowls? When dessert is served, remove doily and fingerbowl from dessert plate, put them at upper left of plate. Then take dessert fork and spoon from plate, place at left and right. As important as good manners is the taste of table appointments. A set of matched silverware probably does most, for least money. 1881 (R) Rogers (R) Silverplate services begin at 29.75—remarkable value!



Bobbie Brooks



COMPARE... the beauty and the detailing of BOBBIE BROOKS blouses with any similar blouse... and you'll agree — they're tops! All styles budget priced — about \$3, \$4, \$5 at good stores everywhere.

For Store Nearest You,
Write BOBBIE BROOKS,
Cleveland 14, Ohio

exclaimed, only from a prospective bankrupt. As his name became known the world over, rich men and great institutions sought his friendship but never dimmed his own clear view of himself. Invited to judge a Yale-Harvard debate in 1903, he politely begged off though he stood ever in awe of anything scholarly. "I turned down the debate bid," he confided to his sister Nannie, "on the theory that the higher a monkey climbs the more he shows his tail." Every once in a while he would get off a pun about the danger of an Ochs, trying to play up to the lions, turning out, instead, to be an ass.

The *Times* printed its last Park Row issue on New Year's Day in 1905. That night Ochs worked his new presses and linotypes in The Tower for the first time, without losing stride. By now this Mr. Micawber from Tennessee had real right to gloat that he, a near-bankrupt, had brought a dying newspaper to new life and housed it in the finest newspaper plant in the world—all within less than nine years.

Working for him now as managing editor was Carr Vattel Van Anda, a remarkable man steeped in science, mathematics and newspaper-making, whose cold, professional stare was secretly referred to as "the death ray." Ochs had hired Van Anda away from the *New York Sun*, and the two men made probably the keenest journalistic team in history. In April 1904, by arrangement with the *Times* of London, they scooped the rest of the world on the Japanese-Russian naval engagement off Port Arthur, getting the report by the first wireless war dispatch ever sent from a correspondents' craft at sea. Three years later they ran the first wireless press dispatch ever sent across the Atlantic on the *Times's* front page on Oct. 18, 1907. Pioneering or keeping pace with every forward leap of wireless and radio, they were unmatched in their news-pursuit of aviation and exploration—from Commodore Robert E. Peary's discovery of the North Pole in 1909 to Roald Amundsen's discovery of the South Pole.

Although the *Times*, like most other newspapers, missed out on the Wright brothers' flight at Kittyhawk in 1903, it made up for that lapse after Van Anda came to the paper. On May 29, 1910 he snatched the Glenn Curtiss Albany-New York flight story from under the nose of the *World*, which had put up \$10,000 as prize for the flight. Van Anda secretly hired a special reporter-filled train to follow the plane's progress down the Hudson, a trick the *World* had overlooked. The *Times* reported every phase of this pioneer air journey and made the most of it.

Titanic scoop

VAN ANDA's mathematical genius and his general knack for figuring anything out by cold formula dismayed opposition. When the liner *Titanic*, on maiden voyage from England, flashed a call for help from mid-Atlantic on Sunday night, April 14, 1912, and then fell silent, the *Times's* news boss believed that she had gone down. Other editors, believing, as they repeatedly read and heard, that the *Titanic* was unsinkable, waited for further word from her. While they waited, Van Anda—acting on the logical conviction that the ship's silence meant she was gone, with most of her 2,180 passengers—put out a *Times* story that scooped the world. The story, of course, stood up. When rescue ships put into New York a few days later, his coldly calculated, leak-proof coverage gave the *Times* a 15-page version of the greatest sea disaster in history that no other publication even remotely matched. This achievement became part of indestructible Van Anda legend.

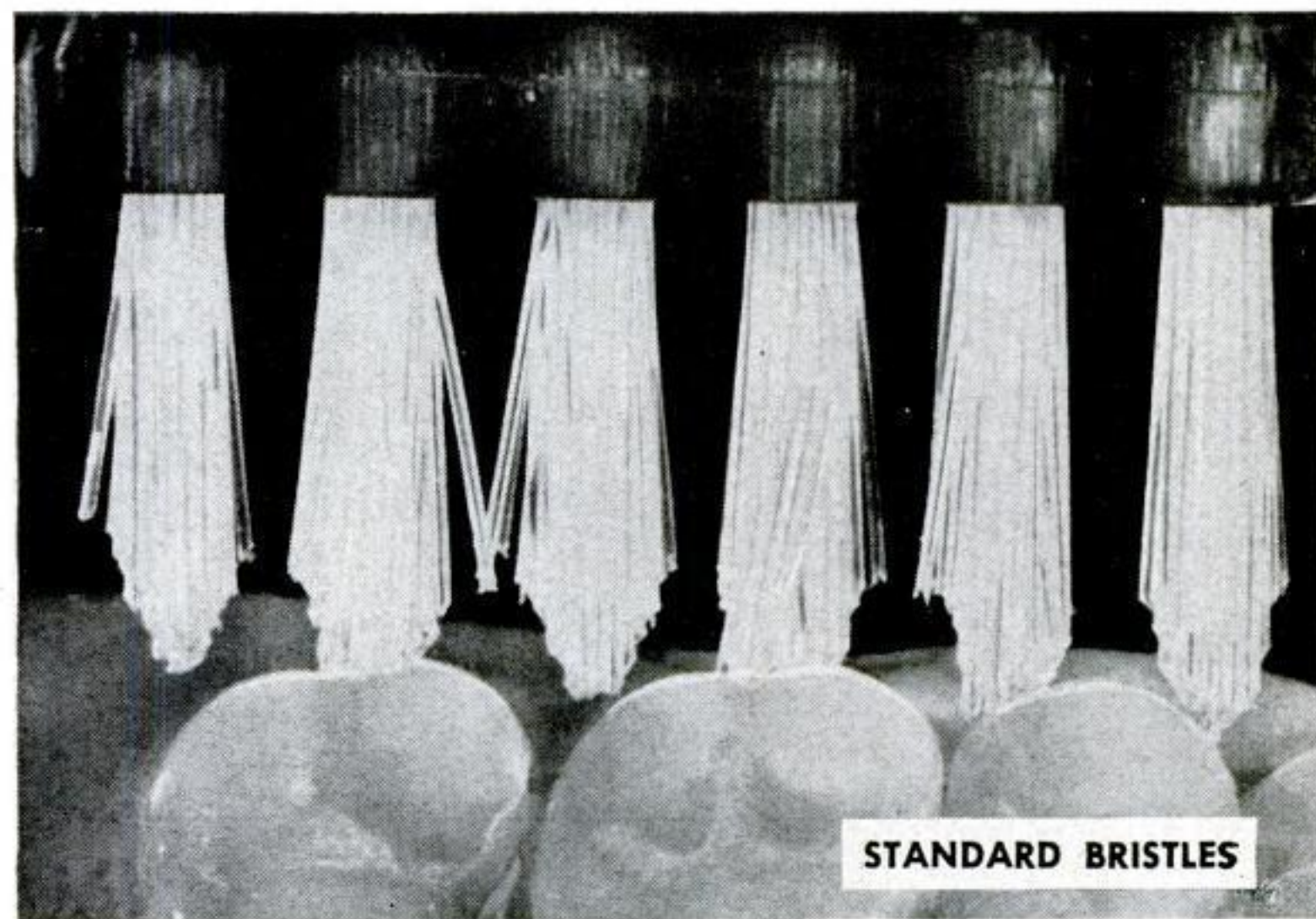
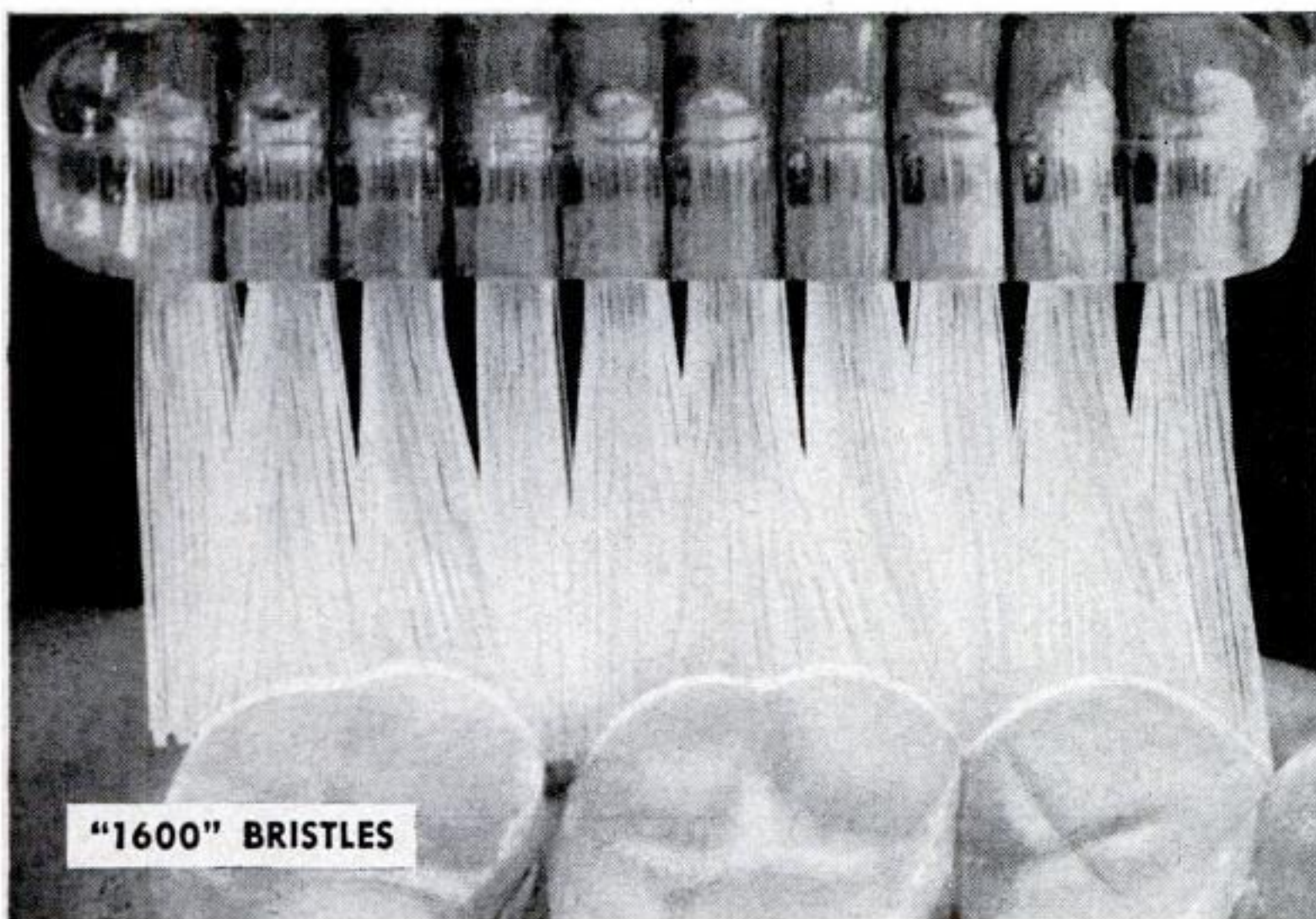
The managing editor's handling of World War I news was a companion piece. He studied every available military map, anticipated major campaigns, accurately shifted his correspondents to vantage points. From beginning to end he outdistanced and outguessed all competition.

Thriving under such leadership, the *Times* was yet almost wrecked by an event late in World War I. One Sunday night in September 1918, Charles Miller, whom Ochs had retained as editor-in-chief, wrote a piece advocating consideration of Austria's first bid for a "nonbinding" peace discussion. Whipped by desire for the enemy's unconditional surrender, public reaction was immediate and frightening. Wrathful letters, telegrams and cables lashed the editorial as cowardly and as pro-German. Anguished and panicky aides tried to persuade Ochs to announce that he had not seen the editorial before it got into print (which was true). Ochs refused. "I have always accepted public praise and public approval of the many great editorials Mr. Miller has written for the *Times*. When there is blame instead of praise I must share that too."

The public's temper tantrum passed. The *Times* survived and prospered with the coming of peace. By 1921 its circulation under Ochs had soared to 330,802.

NEW ASSURANCE OF HEALTHY TEETH

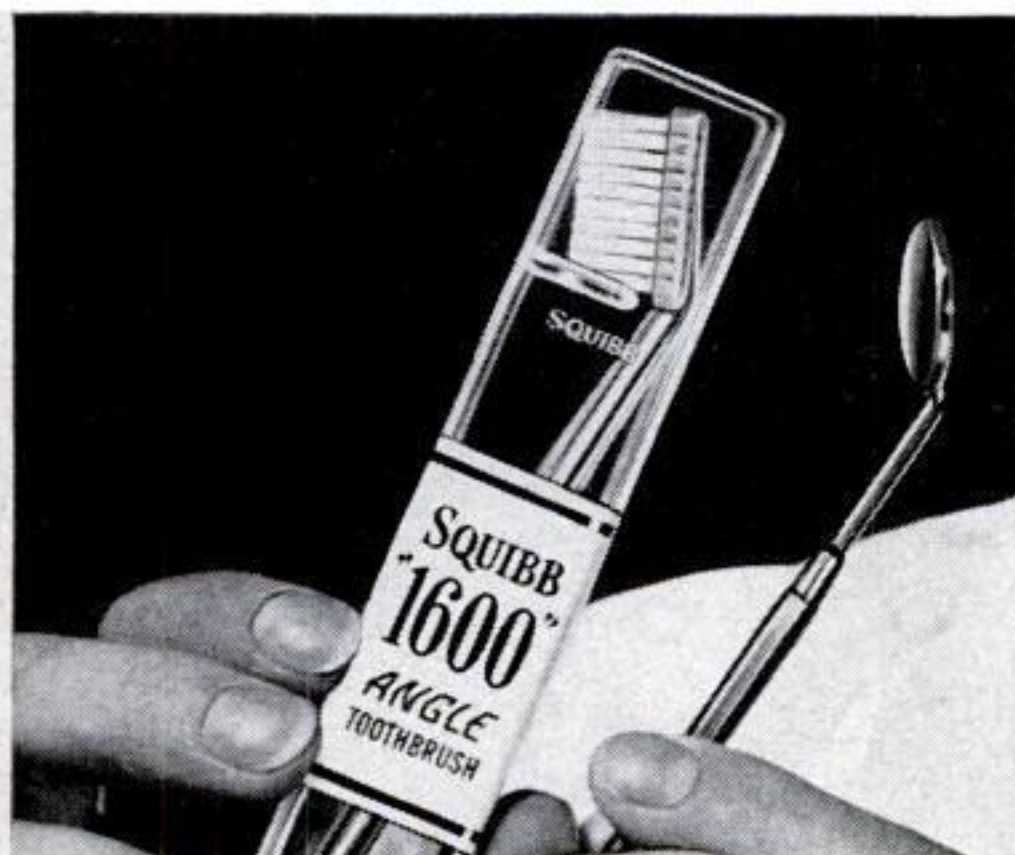
A new brushing principle plus new facts about
acid fighting dentifrices mean more reliable tooth care



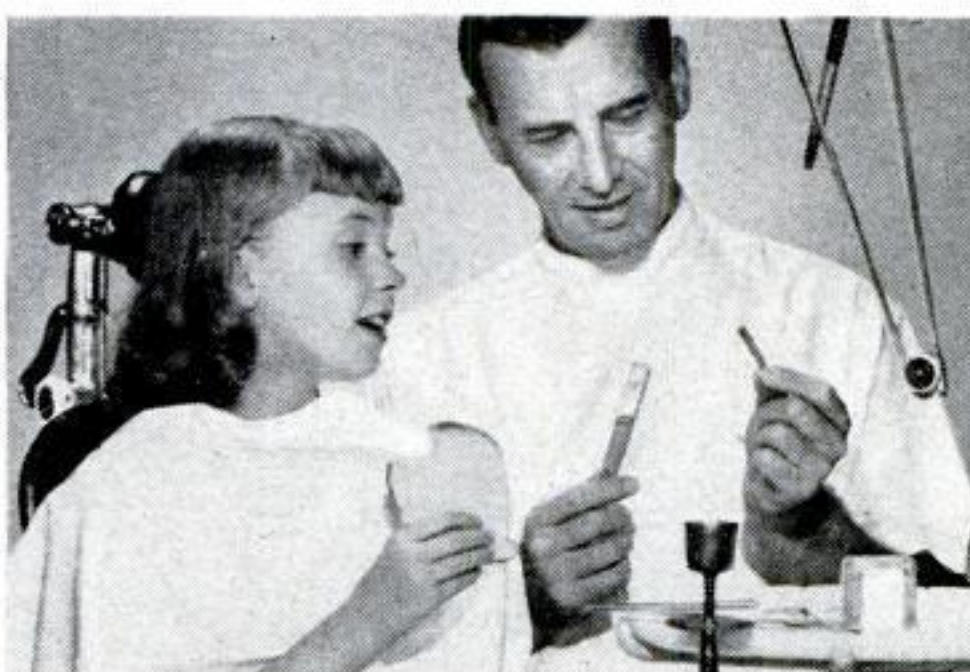
1. New Brushing Principle. Pictures enlarged $3\frac{1}{2}$ times show the dramatic difference in action between new and standard type bristles. Under identical pressure (a

gentle $\frac{1}{2}$ pound weight) notice how hundreds of tiny bristle ends in the "1600" Angle Toothbrush combine to sweep clean every exposed surface... separate to get

into crevices thicker bristles seldom penetrate. Strong, slender, resilient bristles let you brush vigorously — reduce danger of lacerating gums and scoring enamel.



2. To help you reach hard-to-get-at places, Squibb brushes are bent like your dentist's mirror. No other brush has this angle.

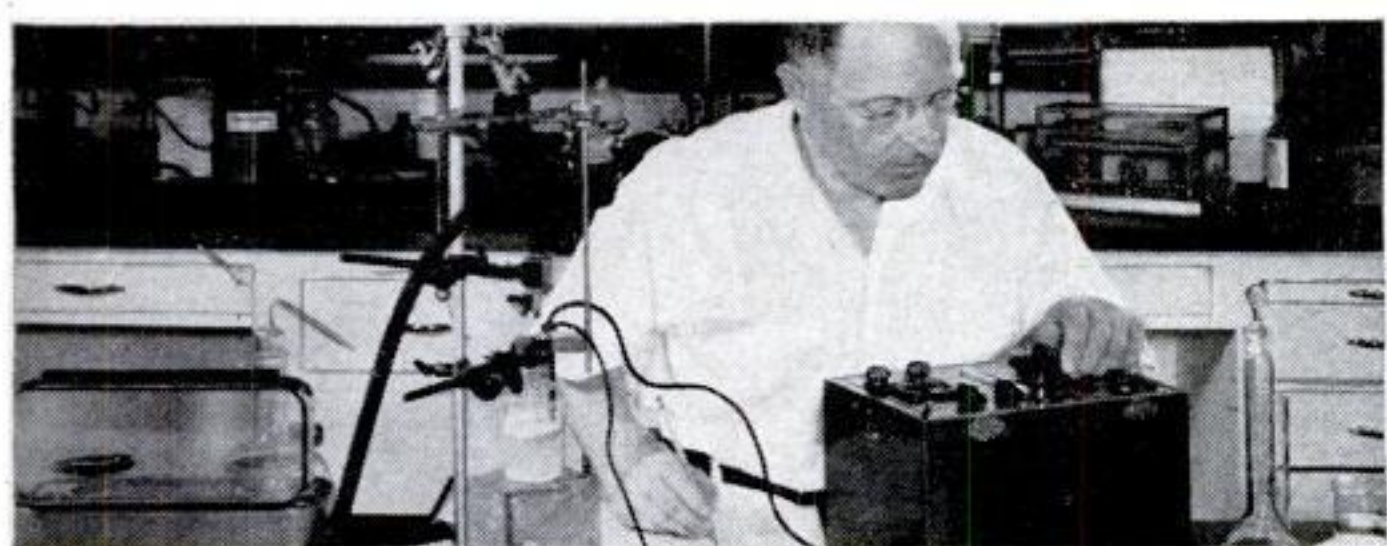


3. New facts about acid-fighting dentifrices. Minutes after nibbling bread, a litmus paper test shows that patient's mouth has started forming decay-causing acids. Authorities now hold that these acids reach their maximum destructive power within about twenty minutes and persist for about thirty to ninety minutes. Then normal alkalinity of saliva overcomes



the acid and helps protect your teeth until your next meal.

The most direct way to combat this "90-minute" concentrated attack is by getting rid of food particles with thorough brushing... by helping to restore normal alkalinity as quickly as possible with a reliable acid neutralizing dentifrice.



4. The capacity of best known dentifrice brands to neutralize lactic acid (common mouth acid) is measured. The outstanding efficiency of Squibb Dental Cream is shown in the table below:

BRAND "A":	One gram neutralized	.8 milligrams of acid
BRAND "B":	" " "	NO " " "
BRAND "C":	" " "	21.0 " " "
BRAND "D":	" " "	3.0 " " "
SQUIBB:	" " "	139.0 " " "

Now your choice in combating after-eating acid is clear.



5. It's Fun to Be Convinced. Make this litmus paper test for yourself. See how your mouth forms acid right after eating. And then, see how Squibb Dental Cream promptly restores alkalinity. Get litmus paper at your drugstore or, write E. R. Squibb & Sons, Room 2201, 745 Fifth Ave., New York 22, N. Y. for a free supply and instructions.

Alba nylons, famous for long wear, are available in 9 fitted lengths. Among the loveliest Fall styles, the Empire heel.



ALBA

NYLON STOCKINGS

ALBA STOCKINGS, A PRODUCT OF PILOT FULL FASHION MILLS, INC., VALDESE, N. C.

It pays to be Fussy about

VACUUM BOTTLES

Insist on the trade-mark **THERMOS**
...you'll always be glad you did

Choose your vacuum bottle carefully—by looks, by efficiency, by name.

Thermos brand vacuum bottles are certainly smartest, and they have the most efficient insulation ever engineered.

Important, too, "Thermos" is the trade name you know and can trust. It's a name that's always been part of the family—a symbol of refreshment for more than 44 years.

THERMOS

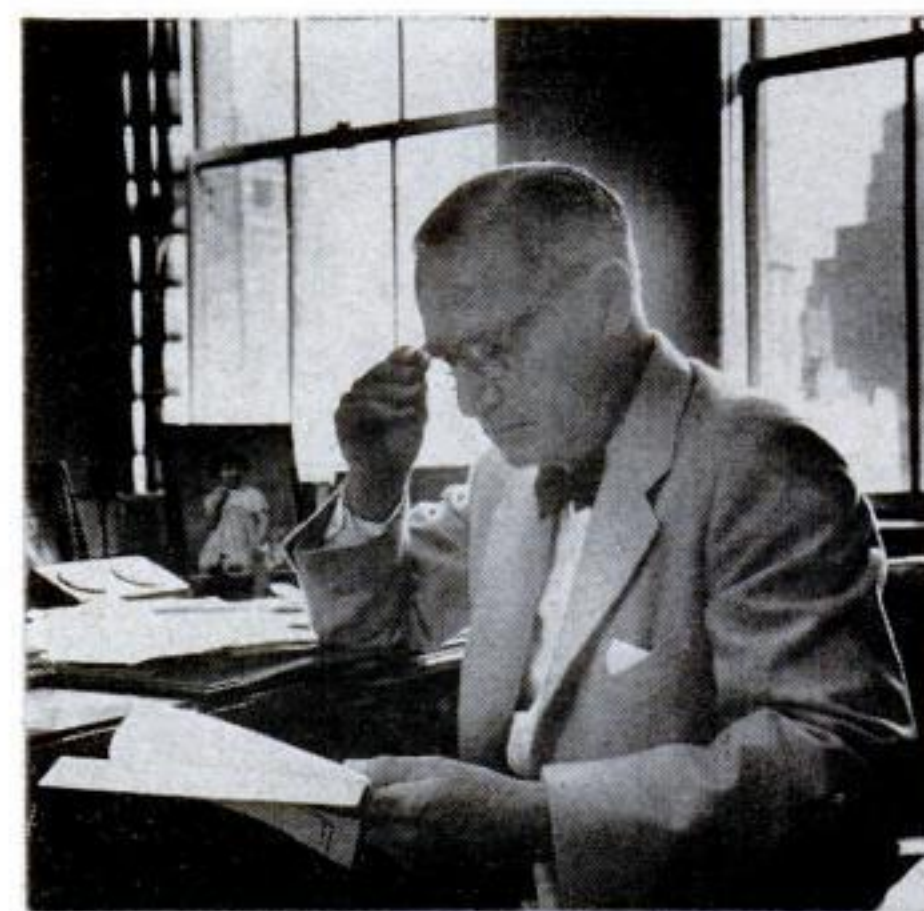
TRADE-MARK REG. U.S. PAT. OFFICE



THE VACUUM BOTTLE
EVERYBODY ASKS FOR



THE AMERICAN THERMOS BOTTLE CO. • NORWICH, CONN.
Thermos Bottle Co., Ltd., Toronto Thermos Limited, London



PUBLISHER Arthur Hays Sulzberger, had to work hard for job. But when he is asked how to succeed in the business he says, "Marry the boss's daughter."

NEW YORK TIMES CONTINUED

The brilliant editing of Van Anda won the *Times* triumphs in fields usually remote from journalistic beats. It was Van Anda who first publicized Albert Einstein, and who first gave newspaper readers some knowledge of the potentialities of atomic energy. In 1922 the managing editor leaped on a dispatch about the opening of Tutankhamen's tomb in the Valley of the Kings near Luxor, and exploited it so deftly in the *Times* that it became a conversation piece across the nation. It appears that among his other talents Van Anda numbered Egyptology. At his office desk late one night he deduced from photographs of hieroglyphics taken from the Pharaoh's tomb that Horemheb, Tutankhamen's military chief, had slain the king. The deduction was confirmed. Only the *Times* could have scored a scoop on a story 3,000 years old.

From a competitor's viewpoint, the *Times* could be just as irritatingly competent on the hottest news story. On Friday, May 13, 1927, a rising young executive in the *Times* organization, Arthur Hays Sulzberger, extemporaneously dictated by telephone a historic oral contract binding the *Times* to buy a flight story from a young pilot of whom few people had ever heard. Nine days later the newspaper had the most exciting adventure story in modern history, which it front-paged with the banner headline:

LINDBERGH DOES IT! TO PARIS IN 33½ HOURS

In the late '20s the Gray Lady kept wagging a warning finger in the paper's financial columns. Repeatedly Alexander D. Noyes, the financial editor, had glumly insisted ruin was inevitable. The nation was, of course, in no mood for old-fashioned strictures. When the collapse came late in 1929, the newspaper itself was better equipped than most to survive the depression that followed. After his real estate venture in Chattanooga, Ochs had never invested

CONTINUED ON PAGE 169



GENERAL MANAGER is Adolph's nephew, Julius Ochs Adler. He is also publisher of the Chattanooga *Times*, paper where Uncle Adolph got his start at 20.



All-American Favorite

Another winning combination by SEALTEST . . .

luscious sun-ripened raspberries, teamed
with smooth, rich vanilla—in SEALTEST Vanilla
Raspberry Royale. One taste, and you'll know
why SEALTEST is the All-American favorite.



Make a big play for family favor . . . rush right down and get a heaping-of-helpings half-gallon of SEALTEST Vanilla Raspberry Royale Ice Cream—keep an extra supply in your freezer compartment.

Look for the SEALTEST trademark identifying products of divisions of National Dairy Products Corporation. It's the sign of the best in Ice Cream, Milk and other dairy foods—and it's your assurance of purity, quality and delicious flavor. Buy the best . . . buy SEALTEST.

Sealtest
ICE CREAM



"Against all enemies..."

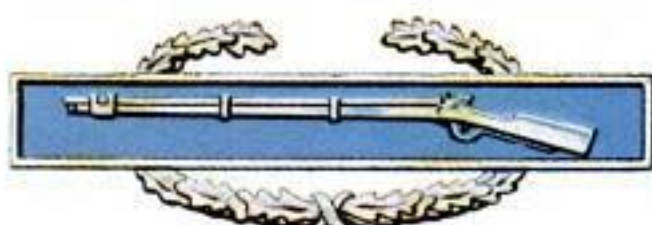
Confidently and coolly these combat soldiers guard the outer positions of America's defense lines . . . keeping faith with their soldier oath "...to defend the Constitution of the United States against all enemies whomsoever."

In these trying times, it is well that America has men like these who are proud to wear the mark of a man—the uniform of the U. S. Army. Well trained, well equipped and well led, the combat soldier has won and is winning the admiration and gratitude of free peoples everywhere.

The protection of our freedom has always been the basic mission of our Armed Forces. These men who have done so well need many other men who are qualified to serve with them . . . to keep America free in the future as she has been in the past.

Now is the time for qualified young men to raise their right hands and take the solemn oath of enlistment in the United States Army.

THE MARK OF A MAN!



The Combat Infantryman's badge, worn proudly over the left breast pocket, is truly THE MARK OF A MAN.

U. S. ARMY

VISIT YOUR NEAREST U. S. ARMY
AND U. S. AIR FORCE RECRUITING STATION



Medal of Honor



Sergeant Charles Turner, of Boston, Massachusetts—Medal of Honor, Korea. On September 1, 1950, near Yongsan, Korea, Sergeant Turner took over an exposed turret machine gun on a tank. Despite fifty direct hits on the tank, he stayed by his gun and destroyed seven enemy machine gun nests before he was killed.

You and your family are more secure today because of what Charles Turner did for you.

Sergeant Turner died to keep America free. Won't you see that America *stays* the land of peace and promise for which he gave his life? Defending the things he fought for is *your* job, too.

One important defense job you can do *right now* is to buy United States Defense* Bonds and buy them regularly. For it's your Defense Bonds that help keep America strong *within*. And out of America's inner strength can come power that guarantees security—for your country, for your family, for *you*.

Remember when you buy bonds for national defense, you also build personal cash savings. Remember, too, if you don't save *regularly*, you generally don't save at all. Money you take home usually is

spent. So sign up today in the Payroll Savings Plan where you work or the Bond-A-Month Plan where you bank. For your country's security, and your own, buy United States Defense Bonds now!

****U.S. Savings Bonds are Defense Bonds - Buy them regularly!***

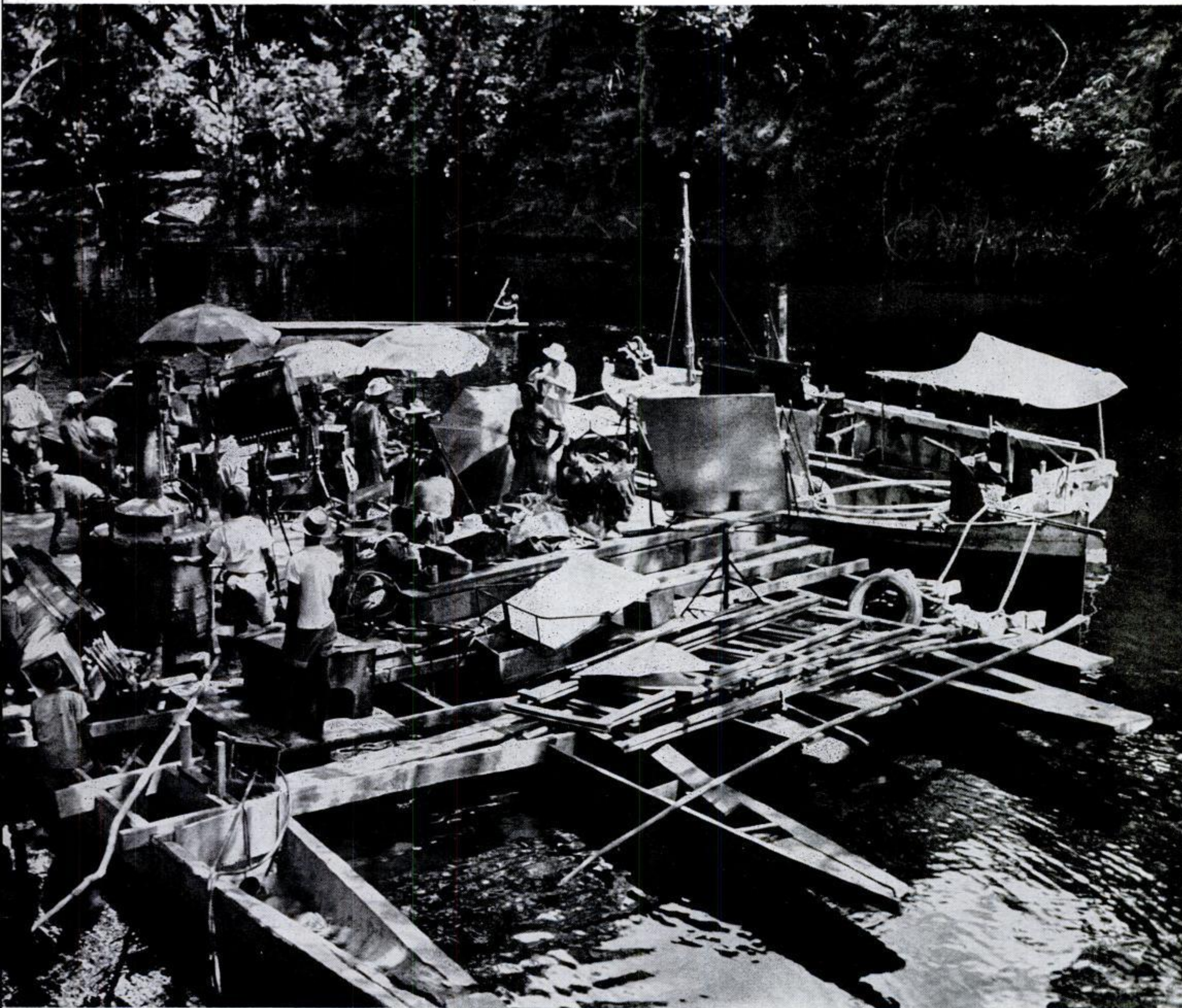


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RAFT ON THE RUKI, supported by native canoes, was headquarters for the 40-odd sweating moviemakers with their camera, make-up kits, lights and beach umbrellas.

STAR IN JUNGLE, Katharine Hepburn adjusts her costume before a full-length mirror which was soon broken. Other vexations: mildew on skirts, ants in her petticoats.



Life Goes on Location in Africa

KATIE AND BOGIE HIT THE CONGO

The sweltering monotony of life along the dank, disease-ridden shores of the Ruki River in the Belgian Congo was broken with a Hollywood bang this summer. Producer Sam Spiegel (also known as S. P. Eagle) had moved in to make a United Artists movie of *The African Queen* by C. S. Forester, author of the Hornblower books. At first the movie was to be shot on Lake Albert. But the movie's director, John Huston, did not like the looks of any place in Africa except the Ruki River. Off he went for the Ruki, by air, wretched roads and native rafts, bringing with him tons of expensive Technicolor camera equipment, Katharine Hepburn and Humphrey Bogart, who are the film's stars, and Mrs. Bogart, who came to keep her husband company. In the twinkling of an eye virgin jungle gave way to a cluster of tasteful native huts. The supply line was precarious, the heat intense and disease lurked everywhere. But in seven weeks of dawn-to-dusk labor the shooting was done, Spiegel and his men disappeared, and the Ruki went on peacefully flowing among crocodiles and Banyaro tribesmen.



STARS ON SHIPBOARD, Hepburn and Bogart rehearse for cameraman. *African Queen* is the name of the river boat on which most of film's action takes place.



If you'd like to have a party
But the work gives you a fright!
There's a way to do it easy
Yet make it nice and bright

Serve your guests a simple dish
But give 'em glamor when you dine
The extra special party touch
Of rich-red Burgundy wine!



Good things come easy the *California* Way



Serve **California's** fine
Burgundy wine with
spaghetti and meat balls

You can do it wherever you live — give a lift to spaghetti, baked beans and red meats like hamburger and roasts . . . with a hearty red Burgundy wine. It's so easy — just cool and pour. And wine costs only a few cents a glass to serve.

When you are dining out, get acquainted with the world-famous wines of California. They are featured by leading restaurants and hotels everywhere. Among those to try are Sherry with your appetizers... California Burgundies, Clarets, Sauternes and Chablis with your dinner... or Port with dessert. Wine Advisory Board, San Francisco, California.

WINE ADDS TO GRACIOUS HOSPITALITY IN MILLIONS OF AMERICAN HOMES



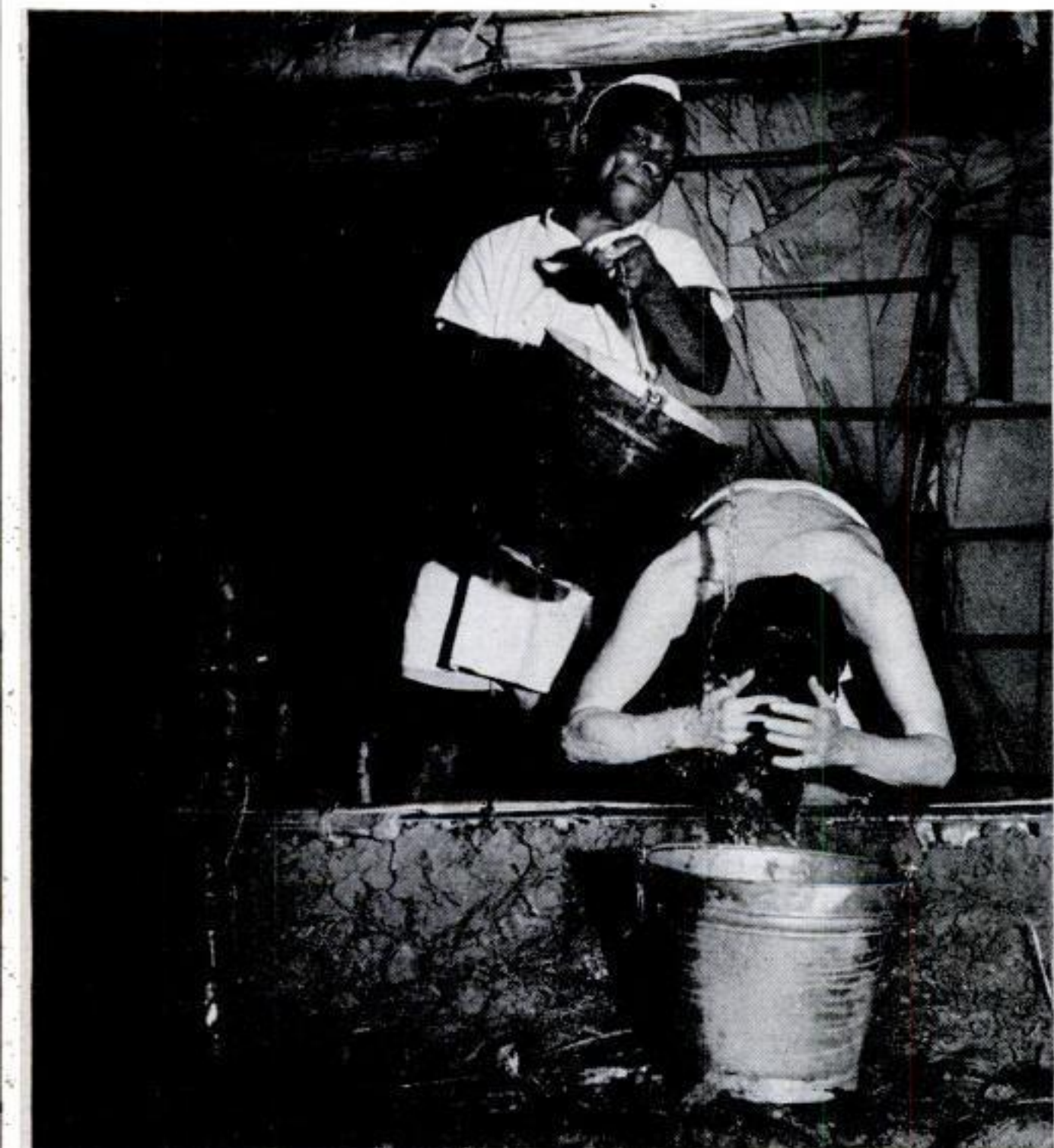
OFF TO WORK goes Hepburn, leaving the private bungalow which she decorated charmingly with native spears and flowers. Like the rest of the camp,



BOGIE AND BACALL breakfast on some of the fresh food shipped in daily through jungle. He did not shave because of his role in film—a Cockney bum.



the bungalow was built of bamboo and palm by native labor which in 10 days hacked the whole clearing out of the jungle, leaving some palms for shade trees.



SHAMPOO FOR KATIE, thoroughly washed out with four buckets of water poured by her faithful servant Sonduco, cleaned dirt and insects before dinner.

CONTINUED ON NEXT PAGE

Breakfast with Serviset.



ROSES
DESIGN

... roses bloom on
SERVISET... beautiful
and inexpensive aid
to easier living...
matched paper plates,
Handi-Handle cups,
napkins and table cover.
Enjoy their beauty, use
them — throw them
away!

The "Roses" design illustrated is one of 18 strikingly attractive patterns.

SERVISET
by Sutherland

®

SUTHERLAND PAPER COMPANY • KALAMAZOO, MICHIGAN

"Blackie" the CAT'S PAW cat
HELPS A LADY IN DISTRESS!

BLACKIE DARTS TO THE RESCUE!

HEY! WATCH OUT! SKREEK!

YOU SAVED MY LIFE...GUESS I WAS IN A FOG... I WAS WONDERING HOW I COULD BUY NEW SHOES FOR MY FAMILY WITH THE LITTLE MONEY I HAVE!

SAVING LIVES ISN'T MY LINE...

..BUT SAVING SHOES IS! YOU DON'T HAVE NINE LIVES BUT YOUR SHOES DO! LADY, I'VE GOT MEWS FOR YOU.. YOUR FAMILY'S OLD SHOES CAN LOOK LIKE THE CAT'S MEOW! WAIT'LL YOU SEE WHAT MODERN METHODS AND MATERIALS CAN DO!

SHOE SERVICE
CAT'S PAW
"Pawing Around and Saving"

YOU CAN BE SURE OF A FIRST CLASS REPAIR JOB HERE!

LATER... WHY THEY DO LOOK LIKE NEW!

WHAT'S MORE..OLD SHOES WEAR LIKE NEW WHEN YOU GIVE 'EM THE CAT'S PAW...CAT-TEX TREATMENT!

IT'S A PURR-FECT WAY TO SAVE MONEY!

CAT'S PAW
rubber heels & soles

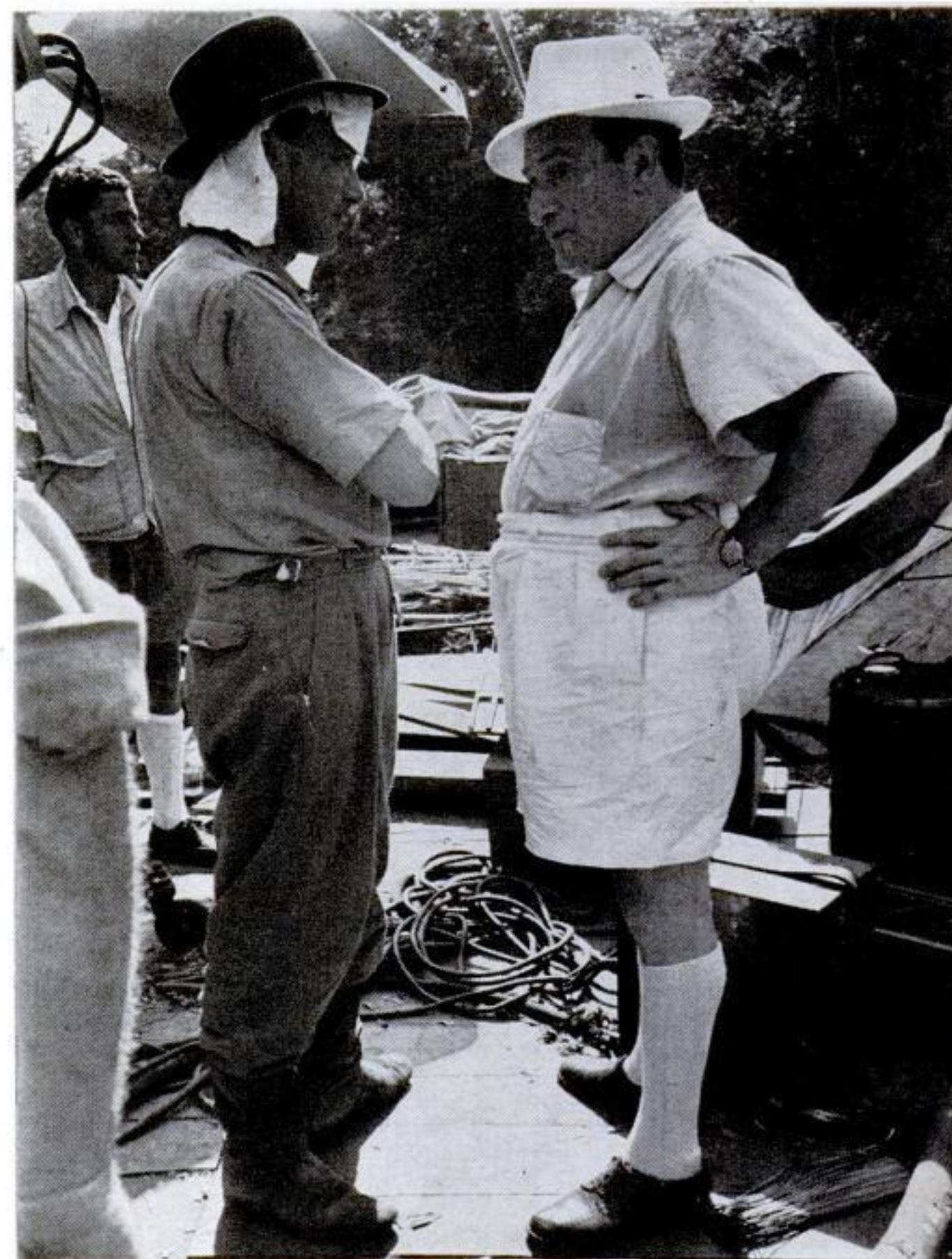
CAT-TEX
SOLES

CAT'S PAW RUBBER CO., INC., Baltimore 30, Md.

On Location CONTINUED



REVEILLE was sounded every morning at 6 a.m. by a native beating on hollow log. Work day generally began around 8 and went on till 6 in the evening.



JUNGLE DRESS, sloppy and *soigné* style, is displayed by Chief Cameraman Jack Cardiff and Producer Spiegel as they discuss technical problems on raft.



KATIE'S COSTUMES, authentic period pieces copied in England, are hung out to dry. They were always bleaching in sun, had to be redyed continually.

CONTINUED ON PAGE 179

Triumph of Good Taste



NUYENS CORDIALS

Triumph of Good Taste... Since their creation almost a century and a half ago, Nuyens superb cordials and flavored brandies have delighted connoisseurs the world over with their subtle bouquet and incomparable flavor.

Today, more than ever, they are the first choice of all who appreciate really fine liqueurs.

1 NUYENS APRICOT LIQUEUR—60 PROOF • ANISETTE LIQUEUR—60 PROOF • CREME DE MENTHE (GREEN OR WHITE)—60 PROOF • BLACKBERRY FLAVORED BRANDY—70 PROOF • PEACH LIQUEUR—60 PROOF • PEPPERMINT FLAVORED SCHNAPPS—60 PROOF • CREME DE CACAO—60 PROOF • CHERRY LIQUEUR—60 PROOF • SLOE GIN—60 PROOF • ROCK & RYE—70 PROOF • CHERRY FLAVORED BRANDY—70 PROOF • BLACKBERRY LIQUEUR—60 PROOF • PEACH FLAVORED BRANDY—70 PROOF • CURACAO—60 PROOF • APRICOT FLAVORED BRANDY—70 PROOF • KUMMEL—70 PROOF • NUYENS CORDIALS ARE MADE IN U.S.A. FROM ORIGINAL FRENCH FORMULA.

Sole Distributor: CANADA DRY GINGER ALE, INC., New York, N. Y.

If they love clothes—and you love to save...

GET A NEW **SINGER** SEWING MACHINE



• **Discover how easy it is** to make pretty clothes at half of store prices with one of the new SINGER* Sewing Machines. Finest machines of 100 years! New models sew forward and back, even baste over pins.



• **Choose your favorite style**—traditional or modern, cabinet or portable. Every SINGER is built to last a lifetime. Service available from any SINGER SEWING CENTER. Above: Queen Anne model.



• **You get a sewing course** under an expert instructor when you buy a new SINGER. Also: basic set of attachments. And many others are available for every detail from appliques to zippers.



• **Just-the-right notions**—everything you need at your SINGER SEWING CENTER. Everything from pinker shears to braid. And SINGER will make buttonholes, cover buttons, make belts at tiny prices.

These back-to-school sister outfits—pretty, practical little jumpers and blouses—are made from Simplicity Patterns 3649 and 3647.



Choose yours today! Prices from \$89⁵⁰

MINIMUM DOWN PAYMENT

BUDGET TERMS

LIBERAL TRADE-IN ALLOWANCE



The SINGER SEWING CENTER above is at 1010 Nicollet Avenue, Minneapolis, Minn. More than a thousand others from coast to coast. For address nearest you, see classified phone book under SINGER SEWING MACHINE COMPANY.

FOR YOUR PROTECTION, SINGER sells and services its Sewing Machines, Vacuum Cleaners and other products only through SINGER SEWING CENTERS, identified by the Red "S" Trade Mark and "SINGER SEWING CENTER" on the window, and never through department stores, dealers, or other outlets.



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YOURS with every new **SINGER**

- Course in home sewing. A series of lessons under expert SINGER instructors at your local SINGER SEWING CENTER.
- Basic set of SINGER* Attachments, including hemmer, gatherer, ruffler.
- SINGER Warranty of manufacturing perfection.

SINGER SEWING CENTERS

THERE'S ONE NEAR YOU TO SERVE YOU

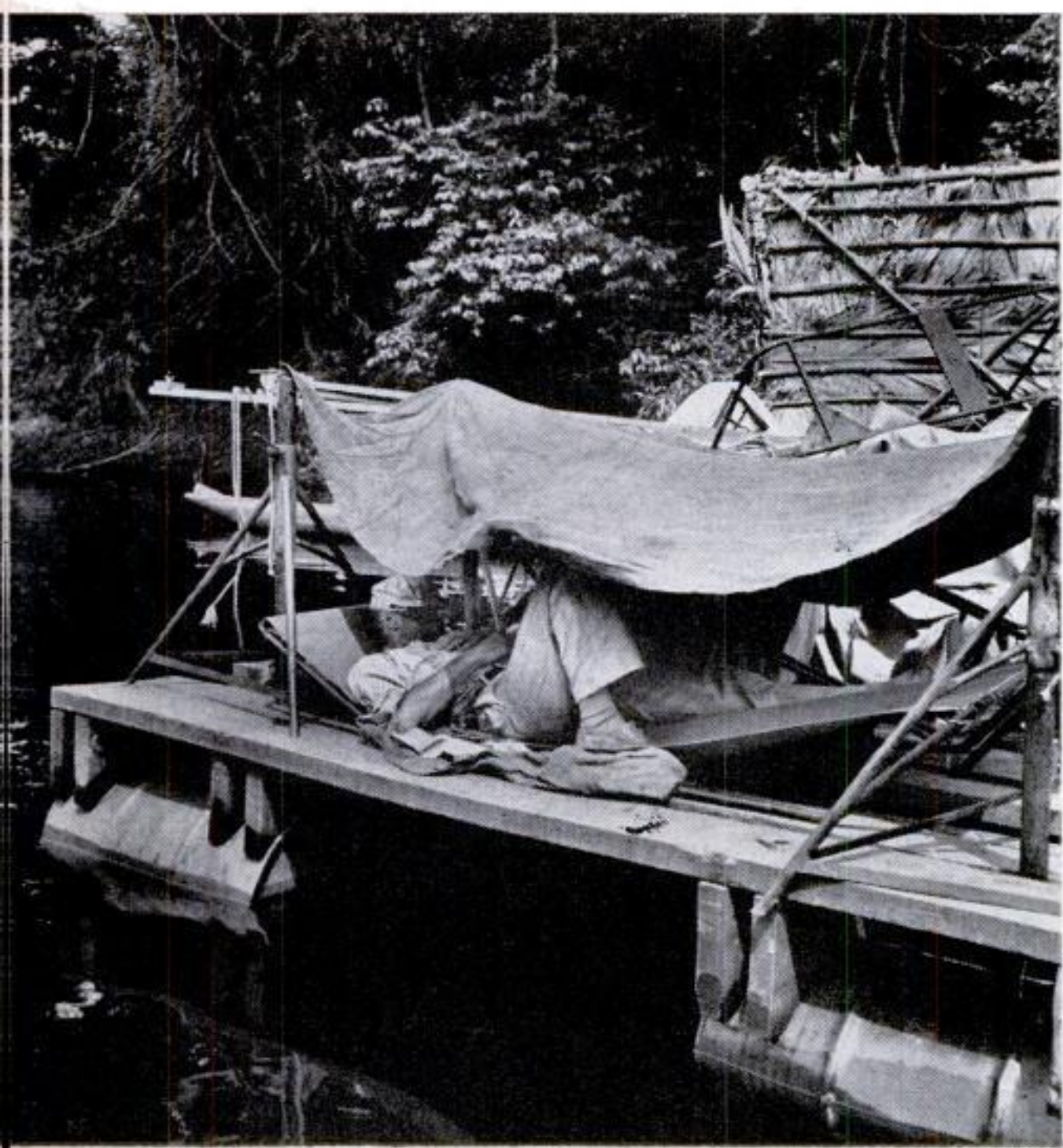
100th ANNIVERSARY

On Location CONTINUED

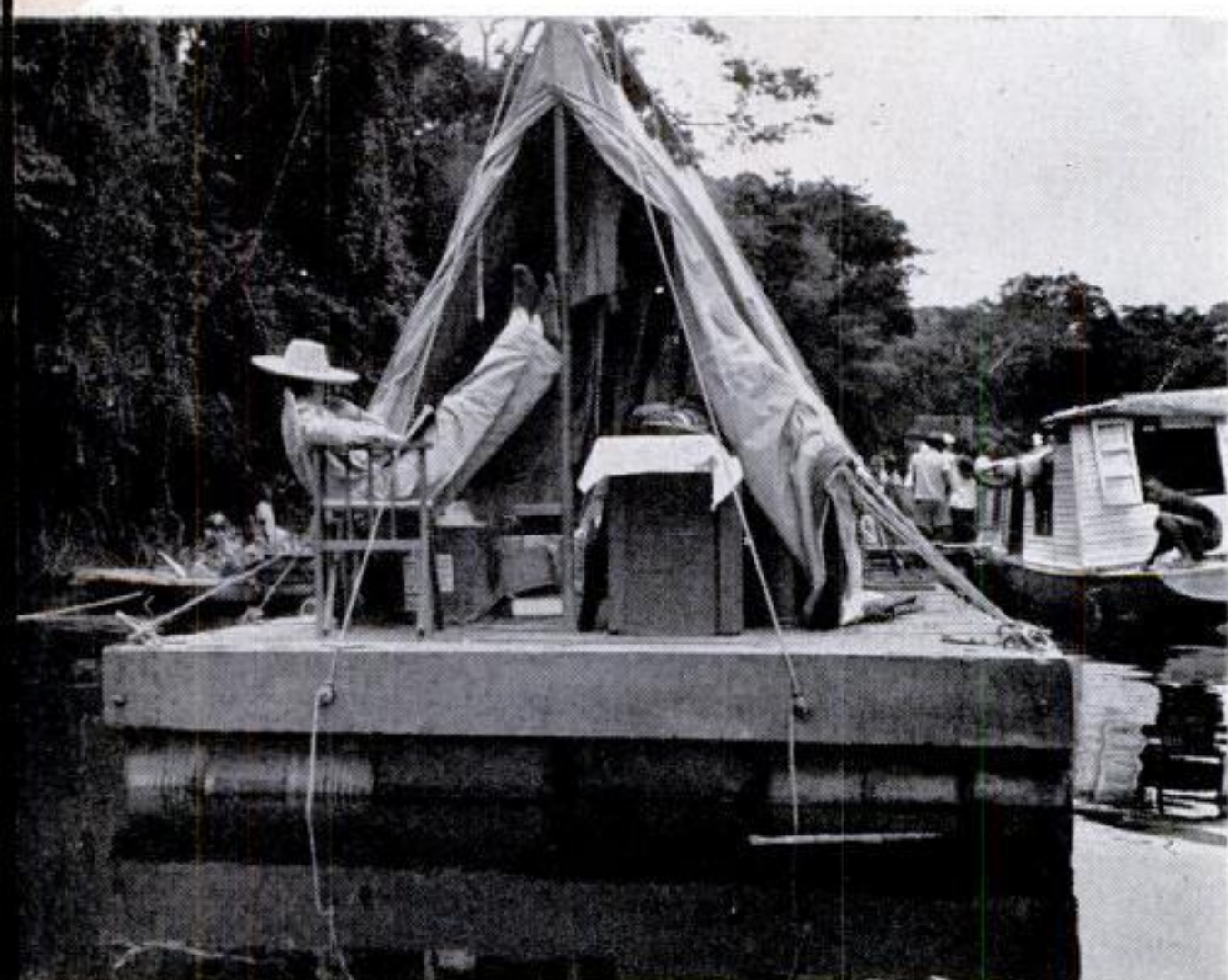
ALL QUIET ON THE RUKI



AT SIESTA TIME after lunch everybody took it easy. Director Huston (right) fished doggedly with Technician Kevin McClory, never caught a thing.



BOGART SNOOZES in hammock under makeshift shelter on an equipment raft. He never had to study lines, learned them after two or three readings.



HEPBURN SLOUCHES with feet aloft on her own raft, which carried a tiny dressing room tent. After siesta everybody worked in broiling sun until 6:30.

NOW! HEAVY CLEANING in "Tidy-Up" Time!

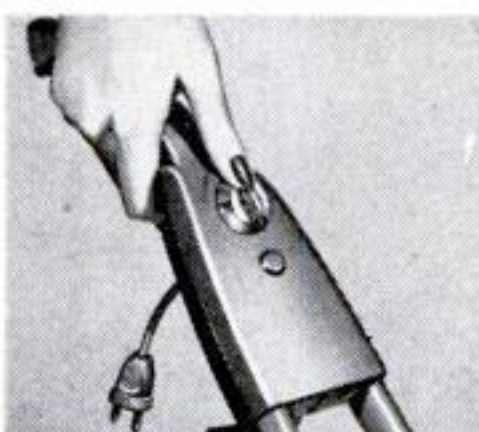


Get the all-new **SINGER** with exclusive Dual Suction

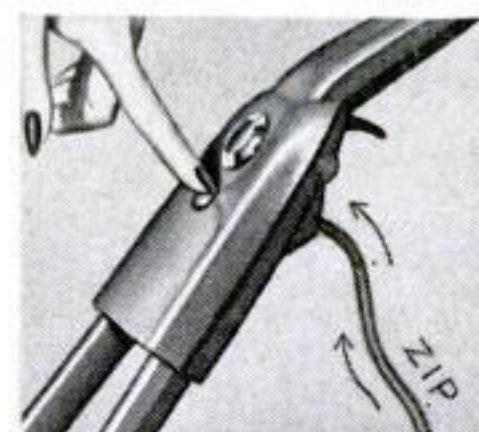
Dual Suction does it! The wonderful new SINGER* Vacuum Cleaner is the first to bring you two fans... for dirt-getting action so gentle... yet so powerful... that you get "heavy cleaning" results quick. A SINGER exclusive!

ONLY \$5 A MONTH

After minimum down payment. Liberal allowance on your present cleaner.



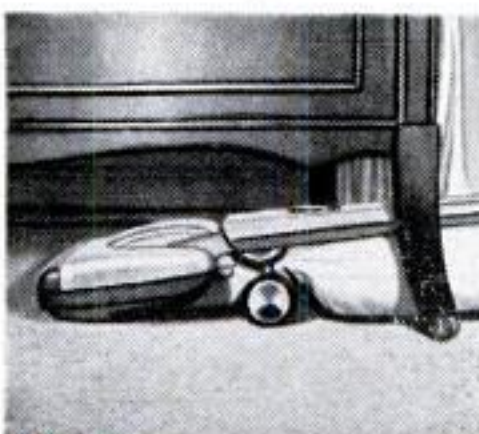
Easier to use! All controls within finger-tip reach right on the handle. Two speeds.



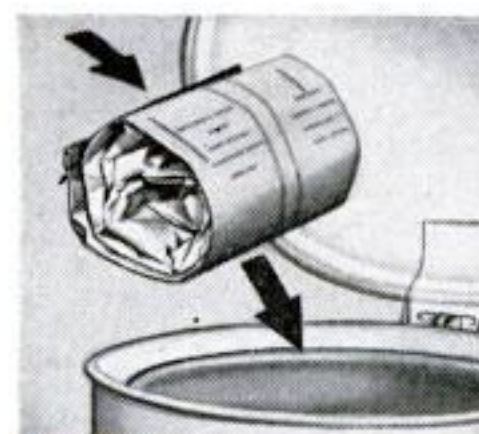
No winding of cord. Press control button on handle, cord reels in automatically.



No foot-pedal acrobatics. Touch trigger with finger. Adjust handle to any position.



Easily gets under beds and furniture. Housing unit only 5 inches high. "Floating" brush self-adjusts to rug thickness.



No dust bag to empty! Take out disposable bag. Throw away. Insert new disposable bag in jig time!



So easy to store. Cleaner hangs flat against wall. Requires no floor space. Convenient carrying handle.



SINGER Vacuum Cleaners
are sold only through

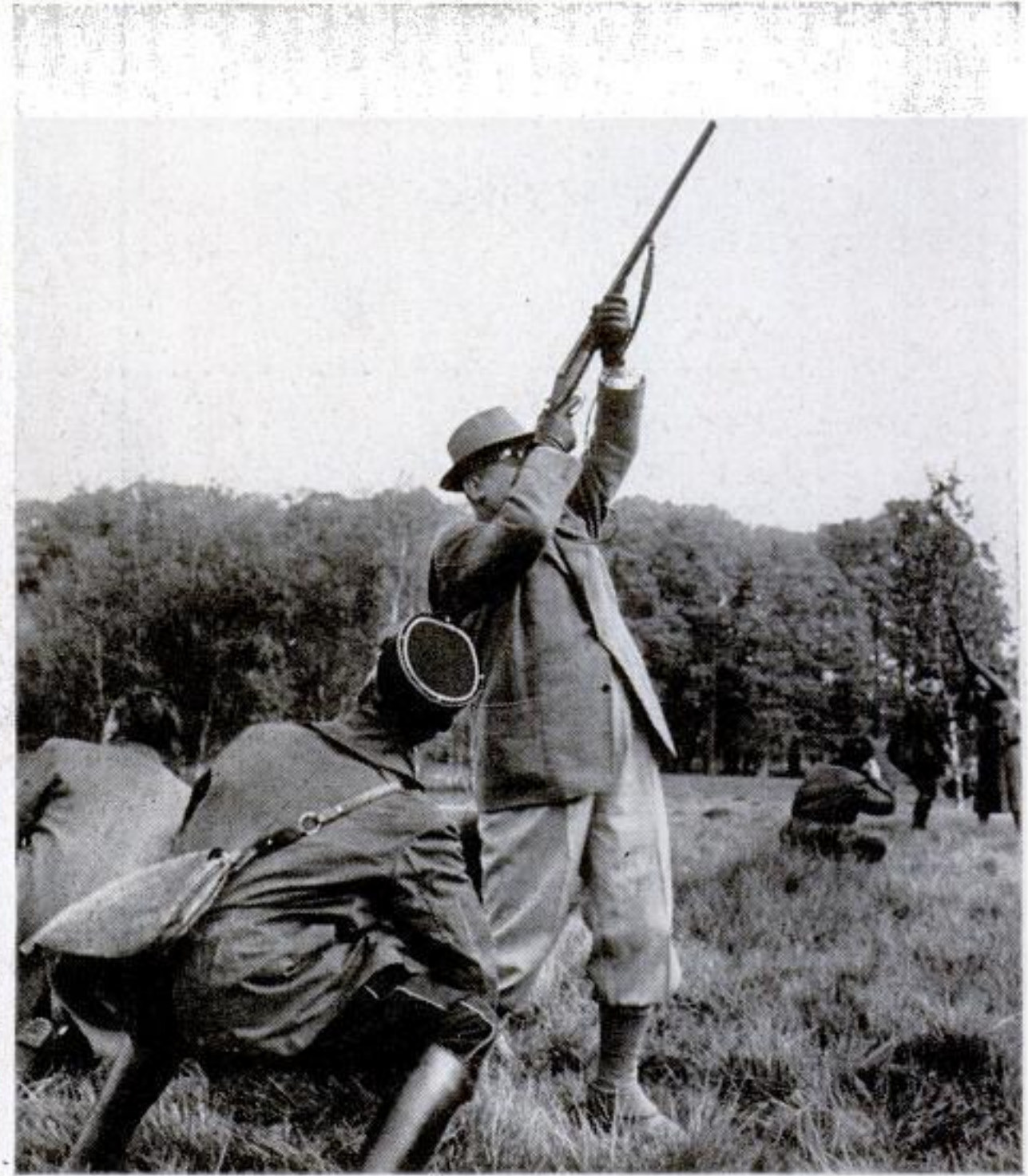
*A Trade Mark of THE SINGER MANUFACTURING COMPANY

BONUS OFFER! The famous SINGER Course in Home Sewing is freely given at no extra charge to the purchaser of this new SINGER Vacuum Cleaner.

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**SINGER
SEWING
CENTERS**

THERE'S ONE NEAR YOU
TO SERVE YOU...



from LIFE, November 20, 1950, by Dmitri Kessel

WHAT'S IN A PICTURE . . .

A diplomat, observing the president of France shooting pheasant, would struggle to keep a straight face. The camera, looking at M. Vincent Auriol sweeping his fowling piece over the heads of his solemn guards, had no such problem.

Fortunately for those who like to see with less

than full dress formality, the camera can report even a hunt by the *Corps Diplomatique* in its own forthright way.

The good-natured camera is able to produce a comic-strip of gentle humor, refraining from caricature with a barb.

. . . to see life . . . to see the world . . . to eyewitness great events

LIFE



I fought the wooden tyrant who fights back!

1 "Hit my shield if you dare!" That's the challenge the wooden robot of Arezzo, Italy, hurls at his attackers. It was a dare I couldn't pass up," writes an American friend of Canadian Club. "They call the robot Buratto, after a 12th century Saracen king who pillaged Arezzo. At the famous Jousts of the Saracen, Buratto still takes his toll of modern knights who defy his tyranny.



2 "I had to pull strings to get on the tourney lists, but when the herald read my name I was ready. In medieval battle regalia, complete with heavy helmet, I poised my heavy lance for the shock and spurred my horse full tilt across the Piazza Grande . . .

3 "Bull's-eye . . . and crash! My lance struck Buratto's shield dead center. That sent the robot spinning on his swivel. Before I could duck, his whip, tipped with wooden balls, snared me. I went clattering to the pavement. Stunned by the fall, I felt friendly hands drag me to the sidelines . . .

4 "'No bones broken, I hope,' said my host. I shook my head dazedly, aching in every muscle. Then suddenly I was back in this world. On the table I saw a familiar sight—Canadian Club!

5 "Twice a year men of Arezzo don traditional costumes for a go at Buratto. But all year round, here as everywhere I travel, the best in the house is Canadian Club."

Why this whisky's worldwide popularity? Canadian Club is light as Scotch, rich as rye, satisfying as bourbon—yet

there is no other whisky in all the world that tastes quite like Canadian Club. You can stay with it all evening long . . . in cocktails before dinner and tall ones after. That's what made Canadian Club the largest-selling imported whisky in the United States.

IN 87 LANDS . . . THE BEST IN THE HOUSE

"Canadian Club"

6 YEARS OLD

90.4 PROOF

Imported in bottle from Walkerville, Canada, by Hiram Walker & Sons Inc., Peoria, Ill. Blended Canadian Whisky.



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Unpleasant
After-taste"**

— added to the world's most
famous ABCs —

Always Milder
Better Tasting
Cooler Smoking

Here's the Biggest "Plus" in Cigarette History!

"CHESTERFIELD IS THE ONLY CIGARETTE of all
brands tested in which members of our taste
panel found no unpleasant after-taste."

From the report of a well-known research organization

Always **B**uy **C**CHESTERFIELD

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